WE TRUST YOU PRIVATELY

The PEOPLE'S EASY WAY TO PAY BOOK

CARPETS, CURTAINS, RUGS, FURNITURE, REFRIGERATORS
GO-CARTS, BABY CARRIAGES, SEWING MACHINES, WASHING-MACHINES, STOVES, PIANOS, ORGANS, TALKING MACHINES, ETC.

IT'S
EASY TO PAY
THE PEOPLE'S WAY

THE WORLD'S LARGEST FURNITURE DISTRIBUTERS

PEOPLE'S OUTFITTING CO.

210-222 SIXTH ST., DETROIT, MICH.

U.S. DEPOSITARY.

THE FIRST NATIONAL BANK
OF DETROIT.

MORRIS L. WILLIAMS, President.
JOHN T. SHAW, Vice President.
EMORY W. CLARK, Vice President.
FRANK G. SMITH, Cashier.
F. A. SMITH, Assistant to the President.
W. A. McWHINNEY, Assistant Cashier.
F. F. CHRISTIE, Assistant Cashier.
JOSEPH GRINDLEY, Assistant Cashier.
J. H. HART, Assistant Cashier.
JOHN W. STALEY, Assistant Cashier.
F. C. BLOMFIELD, Auditor.

DETROIT, MICH.

Jan. 25th, 1910.

To Whom It May Concern:-

The integrity of the Peoples Outfitting Company is such as to give pleasure to the Officers of this Bank in testifying to the high esteem in which we hold this Company.

Our opinion is the result of more than fifteen years of uninterrupted pleasant business transactions and we feel certain that every customer of this Company will be treated fairly.

In our judgment, the financial condition of the Peoples Outfitting Company should give you confidence in sending them money with orders for we understand that they ship all goods with the understanding that all money, together with whatever freight charges you may have paid, will be refunded on any purchase that is not entirely satisfactory.

Very truly yours,

THE FIRST NATIONAL BANK OF DETROIT

By.....

Vice-President.

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AT
201
P39
1910

Received Too Late To Be Given A Regular Page In This Edition Of Our Catalog

Parlor Suite $3.50 Cash

Three Massive, Leather Upholstered Pieces

No. 9L-204. Up to the minute in style, unquestionably remarkable in beauty, and unequaled for practical use, this magnificent Gold Medal Brand, three-piece parlor suite stands as the greatest bargain in parlor furniture ever offered to the public. Search where you will through big city furniture stores or mail-order catalogs and you will not find it's equal. Think of getting this big 3-piece Boston leather upholstered parlor suite — three separate pieces including large parlor divan, big arm chair and rocker — all for the sentionally low price of **$24.25**

Richly Carved. Massive carved heads on arms and heavy carved front posts.

Order This Suite By Catalog Number 9L-204

Michigan is the greatest furniture producing state in the world and we are located right here in the very heart of the industry where we have immeasurable natural advantages. Our great factory interests make possible this bargain price.

Incomparable High Quality.

Distinguished from the ordinary run of upholstered parlor suites because of it's superb elegance this magnificent Boston Leather upholstered, massive, solid oak, richly carved three-piece parlor set wins the favor of everyone who sees it. Pictures can't show the expert construction, the rare beauty of the wood, and the superior wearing qualities of the covering—they are only reproductions taken from photographs and do not show the unusually high quality. For this reason we are anxious to have you order one of these beautiful suites on free trial and take it right into your home where you can compare it with others and see for yourself that it positively has no equal.

Gold Medal Brand

Distinctive beauty, rare quality and guaranteed serviceability —these are the things the Gold Medal Brand stands for. The new creations in high grade furniture of the famous Gold Medal Brand are attracting admiration everywhere. There's nothing like it—nothing half so fine.

Solid Oak Frame—Boston Leather Upholstering

This magnificently designed, newest style, genuine Gold Medal Brand Three-Piece Parlor Suite has a massive frame of beautifully carved solid golden oak, richly finished. The upholstering is deeply cushioned with handsomely tufted backs and ruffled edges. The spring steel seat construction is the very best on the market. A full set of oil tempered steel springs strongly braced and reinforced form the foundation for the deep filling material. A heavy canvas protects the filling underneath and the splendid Boston Leather covering over the soft, well padded cushions complete the upholstering. These beautiful parlor suites are ultra-fashionable. They are in greater demand than any other style. We are making these suites up in large quantities and have reduced the production cost to the very minimum, which accounts for this sensationally low price of

$24.25

$3.50 Cash

Balance $1.75 Per Mo

Received Too Late For Regular Catalog Page

Magnificent Go-Cart

Complete With Top Hood And Storm Proof Lap Hood

Shipping weight about 36 pounds.

No. 31L-419—The most comfortable child's vehicle made and the most remarkable bargain of the year at our special introductory price. This full hooded and covered, high grade, new design Go-Cart as shown here has every known improvement for the protection of it's occupant. It's padded seat and back and it's special easy-riding spring construction prevent undue jolting and insure the maximum comfort.

Very Latest Model. When this catalog went to press, the model for the remarkably improved and splendid new design Go-Cart shown here was not quite finished—that's why we could not give this page a number. All of the other pages were printed for the book when, at the last minute, this sheet was printed and inserted. Important improvements were being completed—experts were working day and night to bring out this improved Go-Cart, which is so far in advance of anything ever before constructed. The results accomplished by this extraordinary effort are shown in the magnificent Go-Cart here illustrated. It stands today without an equal. It is perfect in the quality of the material used, perfect in workmanship and finish and perfect in design. It is built along improved lines with new appliances never before incorporated in a Go-Cart—with new spring construction that takes up the motion and jarring caused by rough walks or roads. It has all the requisites of comfort. Detachable, folding lap cover or Dash Hood; Adjustable Dash; Automatic Foot Brake.

Medical Experts Claim that the old fashioned stiff spring Go-Carts are injurious to babies and should not be used. This new design is recommended by doctors and nurses and by everyone who has seen it. People are surprised that such a fine cart could be made to sell at such a low price. It meets the requirements to the most exacting customers and satisfies them in respect to quality, convenience and comfort as well as in low price and easy terms of payment. It is scientifically constructed and absolutely guaranteed.

Special Features. Compare this wonderfully improved Go-Cart with anything you have ever seen—compare it with those usnally sold for $10 and even $12 and $15. Look at the special features this cart possesses that are found on no other. Compare every detail carefully and you will soon learn how much better this cart is than any ever before offered. Adjustable folding dash hood in addition to large hood or buggy top. Frame enameled black.

One Motion Self-Opening. There has never been anything ever invented that can compare with the wonderfully simple folding construction of this splendid Go-Cart. It is entirely different from the old style complicated mechanism used by so many manufacturers and it cannot get out of order. The improved spring construction and simplified folding device place this cart so far in advance of all other makes that there should be no question in the mind of any prospective buyer but that it is the proper Go-Cart to buy. There's a great deal of satisfaction in buying a cart like this because you know that there is no better made. It is absolutely self-opening, being of the very latest and most perfected one-motion type. Take hold of the pusher bar, pick up the car and it's own weight opens it. No thumb-screws to loosen—nothing to get out of order. It folds up very compactly and is easily carried about on street cars, in carriages, etc. Both hoods are folding and dash hood is detachable. Wheels fold inward beneath the frame.

Easy Riding. The large roomy seat and back are splendidly upholstered. These soft cushions in addition to the easy riding spring construction make this Go-Cart by far the most comfortable cart of the kind ever manufactured. Every possible feature that could add to the comfort of the baby or child has been incorporated in this handsome Go-Cart and it is guaranteed to be the easiest riding cart in existence. Adjustable reclining padded back. High arms and front straps.

The Upholstering is the finest quality of leatherette and can be furnished in green, maroon, (red) tan or black. Be sure to mention which color of upholstering you want. The grade used on our Go-Carts is the very best grade of No. 1 leatherette, thoroughly guaranteed. You should not forget this point.

The Gearing consists of a wonderfully improved easy-spring construction strongly fastened and braced. The automobile wheels as well as the gear are richly enameled in black. Has tubular steel pusher rods with handsome enameled wood crossbar or hand grip and richly enameled steel frame.

Complete With Hood. This cart comes equipped complete with full size hood and storm dash or lap cover as shown in the picture. The storm dash is removable. Both hoods have strong steel ribs.

Convenient Brake. The very best model foot brake is supplied with this car. The equipment is complete and every part is of the most improved and simplified construction. Foot brake is attached to rear frame.

Large Rubber Tires. Heavy rubber tires measure ½ inch in diameter and are of the best quality on the market.

Full Size Wheels. The large automobile wheels fitted on this high grade Go-Cart measure eleven inches in diameter.

$1.25 Cash

Balance In Easy Payments Of Only 75c. Per Month

We Trust You Privately Our business is so large and we have such a large capital that we can afford to give you a whole year's time to pay us and accept only 15 cents down from you on each $1 worth you buy, and send what you want safely and promptly. No one will ever know that you buy on credit from us unless you tell it yourself. Our credit system is the easiest in existence and every transaction is held strictly confidential. You will like our plan.

More For Your Money. It's because we control factories — dictate the market prices—and sell in such enormous quantities that we can give you so much more for your money than any other concern in the world—and give you credit and all the time you want to pay, besides. Everybody appreciates our Easy-Way-to-Pay-Plan.

Stylish Appearance. When open this Go-Cart presents a most stylish and handsome appearance, and when closed it is extremely compact. There is not a single ounce of superfluous weight in the make-up of this Go-Cart, and while it is the lightest of it's kind to be found on the market, it is also warranted to be one of the strongest. The entire frame is constructed of riveted Steel Stock made extra strong. The Dash and Reclining Back can be instantly adjusted to any position desired and thus the vehicle is easily transformed into a sleeper Go-Cart.

This is a large, handsome, easy-riding, durable Go-Cart—the latest improved and most serviceable and convenient. You could not hope to find a better Go-Cart if you were to look tnrough every catalog ever printed; and you could not hope to find a better bargain than this ideally constructed Go-Cart shown here at the reduced price of.....

$8.45

$1.25 Cash Balance 75¢ a Month

THE GREAT EASY-WAY-TO-PAY-BOOK PRESENTED BY THE PEOPLE'S OUTFITTING CO.

MAIL ORDER BUILDING
210 TO 222 6TH. ST.
DETROIT, MICH. U. S. A.

First of All — We Thank You

We extend our very deep thanks to our many thousands of kind customers scattered all over the world. This message will go to every corner of the globe, for our catalogues go wherever the mails go, and wherever furniture is used you'll find our furniture.

We take this opportunity to thank the public in general for the great volume of orders that daily pour in to us. Your appreciation of our great easy way to pay system and of our low prices has helped us make this grand success.

During our twenty-five years of catering to the wants of the people, we have always endeavored to help you, to please you and to win your friendship.

Friendship in business is an important thing. It's the most valuable asset a concern like ours could have. It's this way: If we please you and win your friendship, you'll tell people about us and get them to order from us too, and then they'll do the same thing, so that it forms an endless chain, business increases and from a small beginning we work up to enormous proportions. That's just what we've done.

And that's why we thank you, because you've helped us build up this business until today it stands as a monument to you and to us—the largest and greatest home furnishing institution in all the world.

Every Order You Send Has Personal Attention

Ever since we started in business many years ago, we have given personal attention to every order and every letter that has come to us.

And no matter how large our business becomes, we shall always be able to give your orders our personal care.

We read every word you write us and attend to every request you make, however small. We give you the kind of service that you want and expect and ought to have.

Everything comes out right; because we deal fair and square with you, answer your questions and treat you as a friend. And because we do this, and give genuine bargains, we have grown to be the greatest housefurnishers in the world, and are making hundreds of homes more happy, more comfortable and more worth living in, every day.

It is your orders together with the hundreds of thousands of others we receive from the good common people in cities, towns and country that keep the wheels turning and the lights burning in our great factories. And it is to you that we owe our success—you whom we respect and want to help by giving easy credit.

We Trust You — Privately

Anything shown in this grand catalogue will be sent to you on credit—and you can have all the time you want to pay for what you buy.

Our great easy-way-to-pay plan is different from any other credit system in existence. All the objectionable features, all the embarrassment that other credit houses impose have been eliminated so that our easy-way-to-pay plan is business-like, dignified, respectable and devoid of all complications.

It's all confidential too—just between you and us and no one else will know anything about your business.

That's the whole basis of our business—giving credit and trusting all the people—everybody, for handsome, durable and substantial home-furnishings. You can have whatever you want and need and have it now, when you need it, and get the use of the goods to enjoy in your home while you are paying your bill.

Your First Question Will Be

"How can you afford to send goods out to any one on credit if you don't know them?"

Our answer is this: We have learned that people are honest and that fairness breeds fairness. When we do as we agree with you—and better, you'll do as you agree with us. When we sell to you lower than will any one else, you'll pay the small price that we ask. You may only pay a little each month, and take your time—but that makes it all the easier for you—and you will eventually pay all you owe.

This is human nature. We have trusted people privately for twenty-five years, and we have proved that people in general are honest, when we are honest with them.

If we were in any way unfair, our credit system would be a failure. People would not pay us if we did not act fair. We are compelled to give you the lowest factory prices —just as we agree—or you would say: "they were not fair with me, why should I be fair with them".

But nobody can say that. Our business, which is the biggest of its kind in the world, has grown to its present proportions by giving every customer a "square deal"; and then they pay us to keep their credit good, so they can buy from us again and again.

Six Hundred Thousand Comfortable Homes

have been furnished on our credit system, and thousands upon thousands of people have been made happy.

It pays to have a comfortable, nicely furnished home because it keeps the father and husband at home evenings, and he enjoys himself and saves money besides. It makes the children grow up with happier thoughts and dispositions and gives the young folks a place in which to entertain their friends nicely without cost.

Every Woman Deserves a Comfortable Home

The wife and mother should have everything comfortably furnished in her home because she spends her whole life there.

Every man who has a wife owes his first duty to her to have the home as complete as he can help to make it, and every man with self-respect wants his home to be the best of any place he goes to.

But it is hard to get what you want when you want it, if you have to pay out all cash for it at high prices—or even at low prices for slip-shod goods.

To Us All Men are Equal—Your Credit is Good

It doesn't matter how little or how much you have, or how little you earn, we don't even ask you to tell us about it, we trust one and all alike, but especially the great mass of common people whom we know to be honest and willing to pay even though they have very small means and work for daily wages.

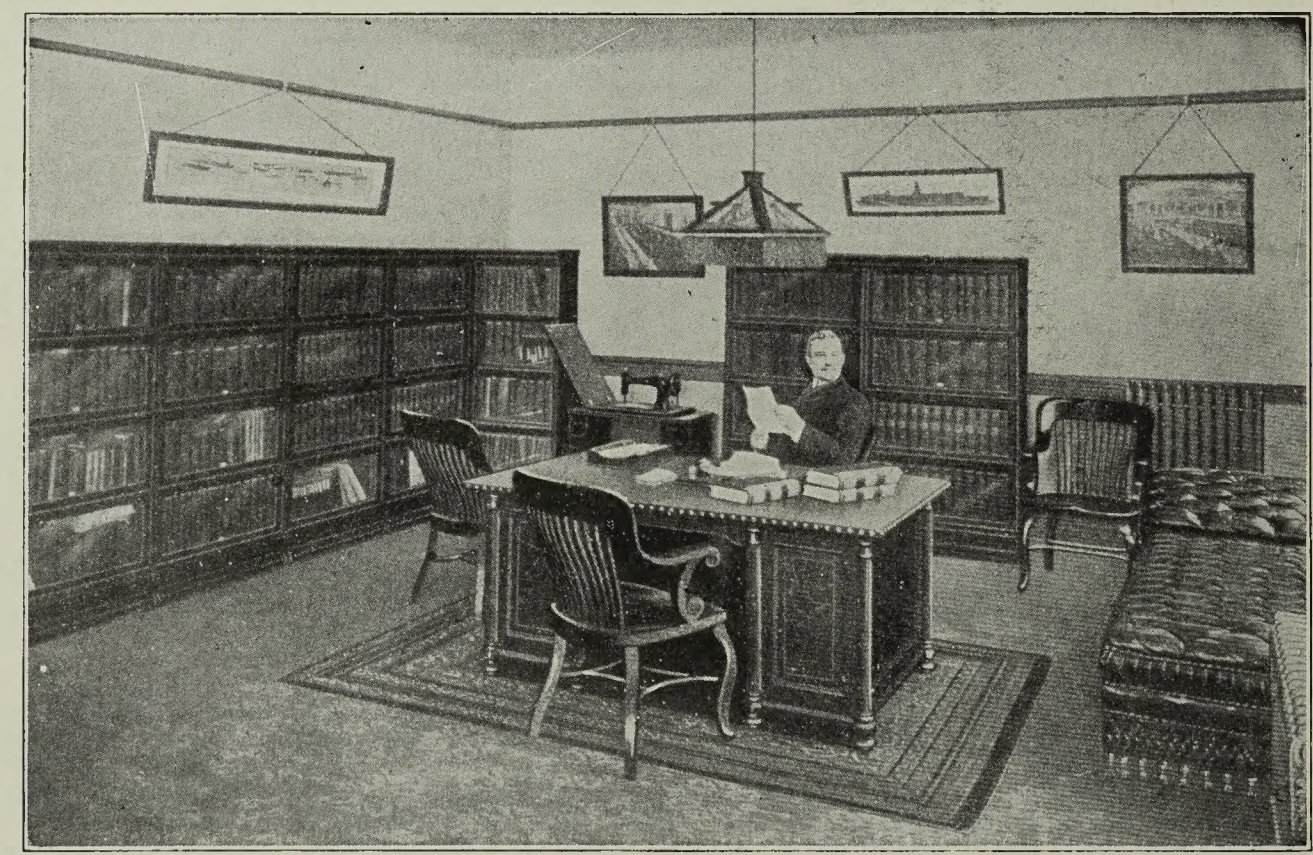
Many of our customers could pay all cash if they wanted to, but they like our credit plan because they can get more for their money and get all the things they want and need at once, and not have to wait and save to pay all cash, and don't have to draw their money out of the bank, but can use their money for other purposes while paying us on the easiest terms ever offered. If you have money in the bank, leave it there and let it draw interest for you, and buy your goods on the easy-way-to-pay plan.

It makes no difference whether you live within five miles of Detroit or five thousand miles away — you get the same low prices as if you walked into any one of the our big city stores and paid down all cash.

YOUNG MEN

Can get married on small incomes—

We'll furnish the home on credit



PRIVATE OFFICE OF MR. L. WINEMAN, PRESIDENT, PEOPLE'S OUTFITTING COMPANY

READ What Happy People who know us say:— also Detroit Bank Officer's letter on the inside of front cover

That's Why We Started in to Trust the Great Common People

so they could have what they wanted—just as you can—now—when you want it. It's the easiest way to save money.

Order what you want and pay for it as you go along. A little each month will pay the bill and you won't feel any strain at all because the payments are so small.

You don't want furniture in your home unless you know its good furniture, and our easy terms make it possible for you to have the best furniture in the world at the lowest prices—and you can pay for it according to your income.

Everything about our method will please you—our liberality with our customers having won favor for us throughout the world.

Our Combined Capital and Resources of Ten Million Dollars

Our combined capital and resources of $10,000,000 is a positive guarantee to you of satisfaction when dealing with us, and in addition to our staunch reliability we send with every article or order our gold guarantee certificate which is backed up by $5,000 in gold deposited for our customer's security in the First National Bank of Detroit, Michigan. We go to all this trouble just to inspire confidence in people who do not know us, and for further reference, we ask you to read the letter from the First National Bank of Detroit, printed on the inside of the front cover page of this book. Any newspaper or any magazine, as well as any bank or mercantile agency, will vouch for our high standing in the commercial world.

Thirty Days Free Trial — All Goods Shipped on Approval

You risk nothing when you buy from us because you can have full 30 days to try the goods in your home to see if everything is right and satisfactory and pleasing to you. If you are not satisfied at the end of that time, we won't ask you to keep the goods, but you can return them at our expense, with the understanding that we pay freight both ways and send back the money you sent us as first payment.

This liberal offer shows how confident we are that our goods will please you. Our furniture is the best that is made. If you want to know just how much difference there is then turn to page 2 of this book where it tells all about "Fashion" and "Art-style" furniture, and on page 3 you will see the diploma we got from the State of Michigan.

Every article you see illustrated in our catalogue is made of durable, substantial, high grade material—and made by expert workmen and cabinet-makers who get high wages and work short hours.

You know how it is when men get good pay, they do their best and see that everything is right and well finished, and as it should be to go into your home and be seen by friends and neighbors, who would know if anything is wrong, and say so.

There May be Some Questions You Would Like to Ask of Us

Please write to us today if there is anything about our system, if there is anything about the way to order, or anything about our prices or our goods that is not perfectly plain to you and easy to understand.

We've tried in this book to make everything as clear as possible, nevertheless, we know that sometimes we don't quite succeed in making ourselves understood. Now that's our fault, not yours, and we are glad when you write and call our attention to it and ask us questions so that you can find out about the things you want to know, and so that we can tell you our side of the story.

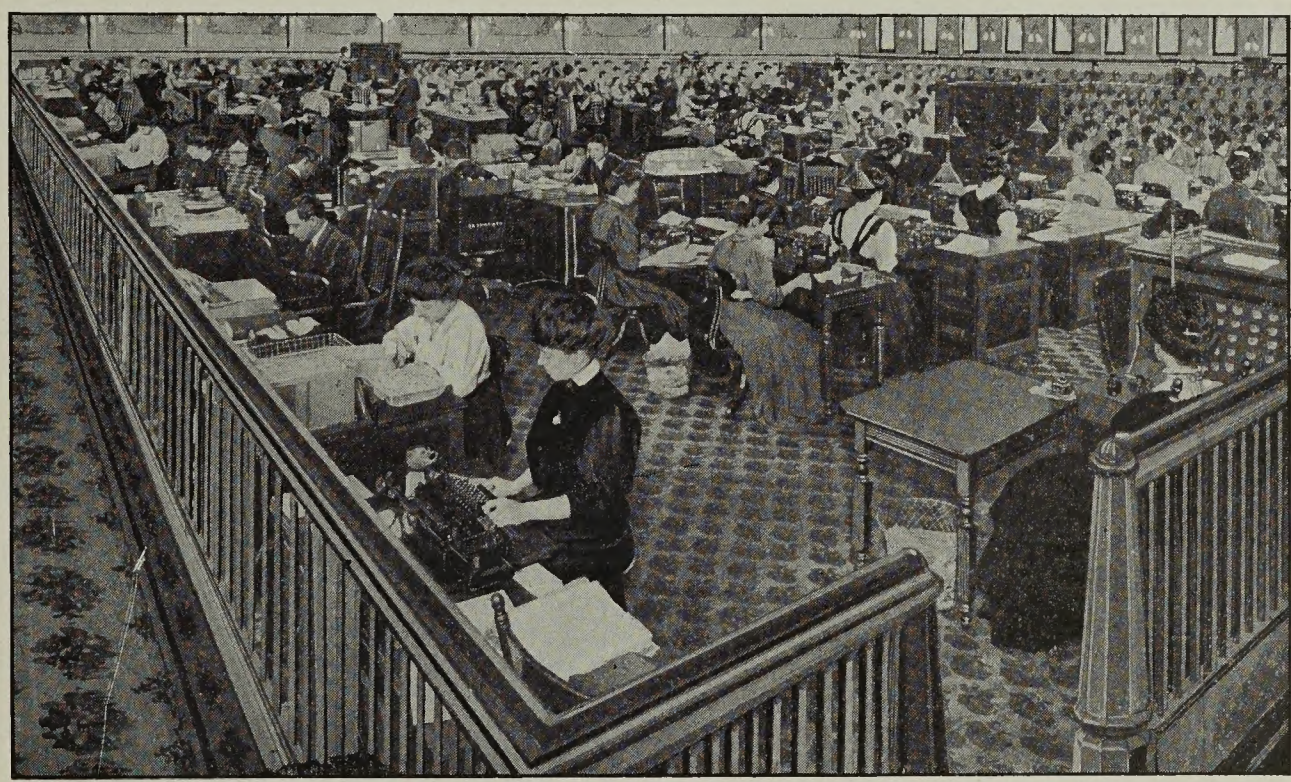
Whenever you see in any other catalogue a price on an article that is lower than the lowest priced article that we quote in the same line of goods, please write and tell us about it. Either the other catalogue is wrong, or ours is wrong. No other catalogue can possibly quote lower prices than this catalogue unless it's an error in printing on one side or the other.

Of course we refer only to cases where reliable goods are shown, and you must be careful to make allowances for instances where another concern has copied our pictures and our designs and maliciously, with bad intentions, offers inferior merchandise which is represented to be the same as our high grade "honor made" home furnishings.

WE TRUST all the People all the Time

An Institution of the People and for the People

People's Outfitting Company



Central Office in Our New Mail Order Building.

Send in your trial order now. Don't wait until you have more — money — Get the things you need at once and pay as you earn the money monthly

We Guarantee Every Article

to be exactly as we represent it. Our home furnishings are the kind that a sensible, practical bride and groom would buy when first married to keep and use in their home as long as they live.

Don't do your family and yourself the injustice to order from any other catalogue until you see our goods and try our easy plan.

Don't take the other fellow's word for it when we offer to "show you", and let you try anything you want and need and pay us only a little first and the rest while you are using the goods in your home and proving that you got a "square deal", and the "best for the money", and can get more if you want it the same way.

See the President's Letter on Page VIII of this Catalog — Read it Too

Our Correspondence Department

will gladly furnish any information that you require, regarding our business.

We maintain this correspondence department for the sole purpose of answering and writing letters of this sort, and you need not feel that you will be bothering us if you write us a letter.

We know that certain concerns ask you not to write them any letters, not to give them any bother, all they care for is your order and your money, but that isn't the "People's way." We don't ask any one to buy blindly or to take chances. Our business is too big and too old and too well organized for that. We are here to please you and to accommodate you, and only by pleasing you well do we hope to win and hold your patronage. You will like our methods of doing business, and you will like our merchandise, and we know that a trial order will make you one of our very best friends.

The Whole World Comes to Michigan for Furniture

Michigan is the greatest furniture producing state in the world, and we are the largest distributors, direct to the people. We own and control the output of factories. Being located in Detroit, Michigan's chief city and natural outlet, we save all freight charges. Detroit is one of America's largest mail order centers, and it is a well known fact that more tonnage goes through the Detroit River than through any other port in the entire world. Our railroad facilities are unsurpassed and for house furnishings, Detroit is conceded to be the greatest shipping point in the United States.

People turn to us for home furnishings as naturally as they turn to Philadelphia for silks, textiles and locomotives; to Pittsburg for steel and to Chicago for live stock and grain. We sell more furniture and house furnishings than any other concern in existence, and our immense sales give us such a high standing with furniture makers that they come to us and offer us even lower prices than it costs them to make the furniture, because they know that we always stand ready to take large quantities of high quality home furnishings at a spot cash price, and pay them right down for it in money.

We Charge You Less Because Our Prices are Wholesale Prices

We sell to you exactly as low as we sell to a dealer. All the discount we give dealers, from the prices quoted in this book, is 5% for cash in 30 days. You can have that discount too, if you pay in 30 days.

We can quote you wholesale prices—factory prices—because our selling expense is so small. And it costs us less to send this catalogue to you than it costs to send a salesman to sell a dealer.

So the fact that your dealer's prices are higher than our prices does not reflect on your dealer. If he buys from us, he must add his profit to our prices. If he buys from others, he must pay more than we pay. And he must pay in addition, what it costs the factory to sell him.

We do not wish to reflect on your dealer. He may be one of our customers. He must of necessity pay more than we pay. And he must have a profit of 50% in order to run his business. Then whatever he charges you, he must have his money quickly. He cannot afford to give you long credit like we do.

It isn't your dealer's fault—the vast advantage that we give you on prices. It is simply our advantage. But it means the same to you. You cannot afford to pay more than we ask just because a dealer charges more. You must buy where you can buy for the least money, and get the best quality goods and the easiest terms.

We are proud of our furniture made for homes. Not for cheap stock sales.

Main Aisle of Our Mammoth Detroit Store.

Freight Rates From Detroit are Lowest, or equally as Low as from CHICAGO to any point on the Globe.

We Invite Comparisons

We don't ask you to take our word for anything we say about our goods or prices. You have the privilege of examining the articles right in your own home, and you can stand them right alongside of other goods that you buy from any dealer; and in this way convince yourself that quality for quality, price for price, we have absolutely no competition and sell our high grade home furnishings at from 25 to 40 per cent less than any other concern in existence.

Even our lowest priced goods are thoroughly well made, and we tell you this for your own benefit: that any article so poorly made that it cannot be guaranteed "on honor" will find no place in this catalogue.

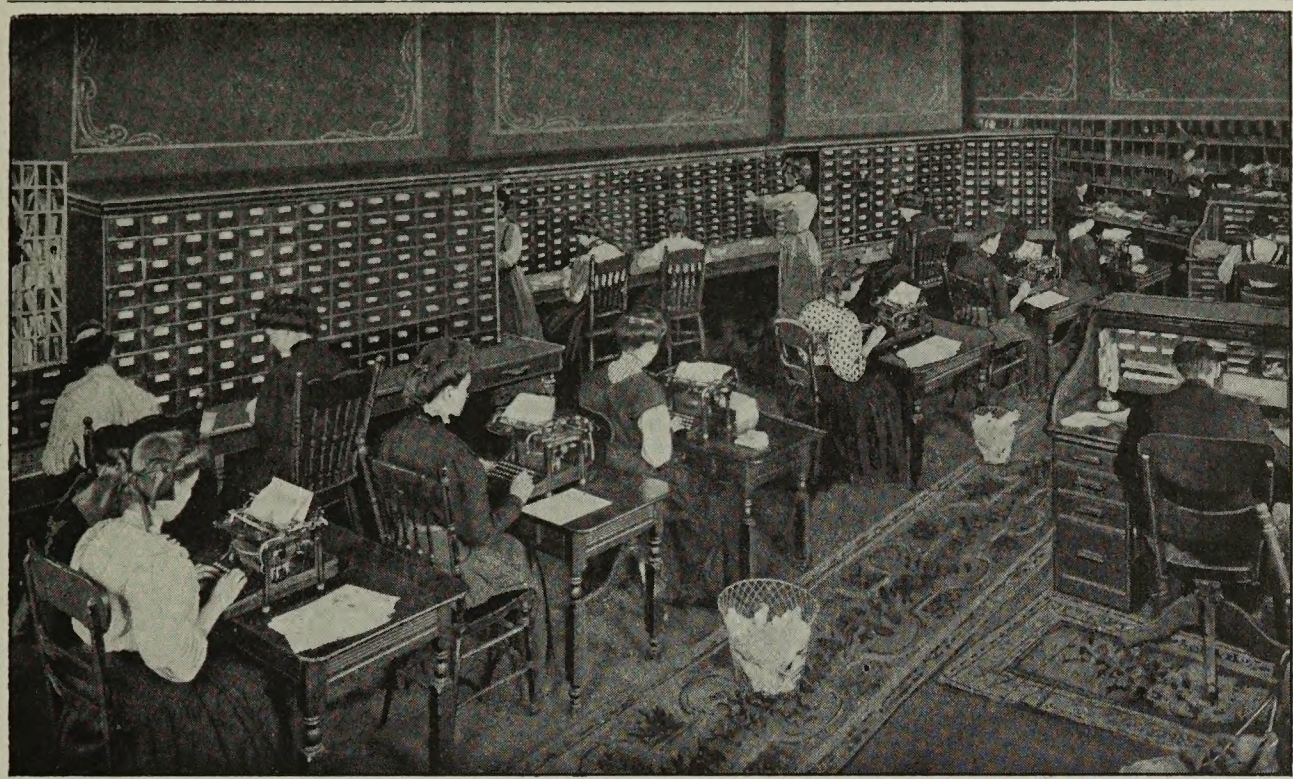
We warn you not to be deceived by a seemingly low price. Just use your own judgment and figure out how cheap it is possible to sell, or even make an article of home furnishing—and you'll find our price rock bottom.

We Ship All Orders Promptly

Our facilities for handling your orders in the quickest time have won us hundreds of customers. People like to get their goods promptly because they usually need them when they order them, and they don't like to be kept waiting. We realize this, and therefore carry in stock enormous assortments of all goods shown in our catalogue.

We acknowledge your order the day it comes in the house so that you will know quickly that we have received your money and that your order is being given prompt attention.

In this way you are relieved of the anxiety of knowing whether or not your mail has been either delayed or lost, and thousands of people write to us and thank us for this great system of ours which promptly acknowledges an order and guarantees prompt shipment of that order.



A Corner in Our Advertising Department

The Way to Make Up An Order

Just pick out what you want and then turn to page 5 of this catalogue where you will find a very easy to understand table of terms, and turn to page 238 where you will find a sample order all made out which shows you just the right way.

Enclose the first payment with the order and mail it to us.

5,000 Grand BARGAINS are shown in this great catalogue—All reliable goods at Wholesale Factory Prices

Photograph of Our Bookkeeping Office and Vaults

30 Days Free Trial

Your Money Back if you want it—that's our policy—that's our success.

Our System of Handling Mail Order Business

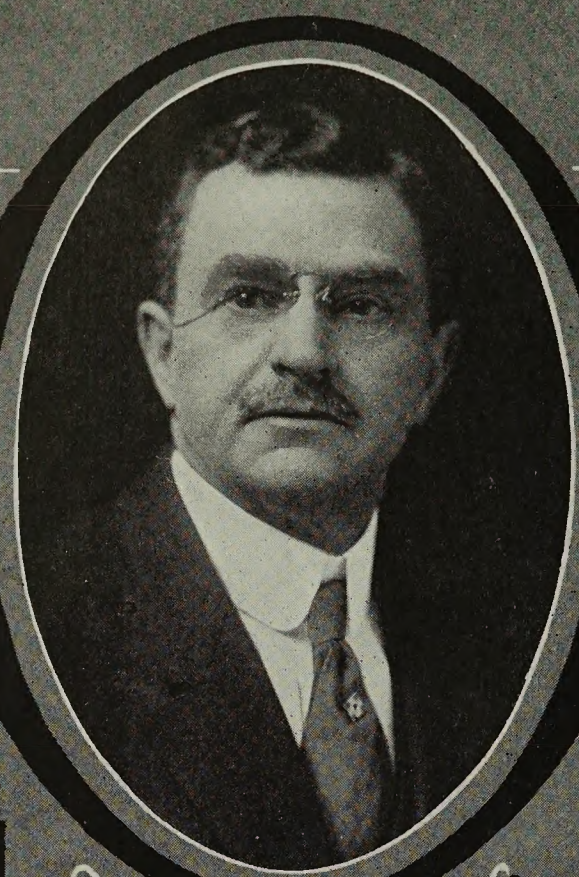
is the most perfect that you could imagine. Our new building was planned for mail order purposes so that everything would be handled carefully, promptly, and with least expense.

The pictures of offices in this book give you somewhat of an idea of the enormous size of our institution. Our large force of trained and experienced employees, each one of whom is an important factor in our perfect system of caring for your wants, from the time we get your order until you receive the goods, is most efficient and thoroughly in sympathy with your own wishes and desires. These employees are thoroughly instructed to treat your letters with greatest respect and consideration.

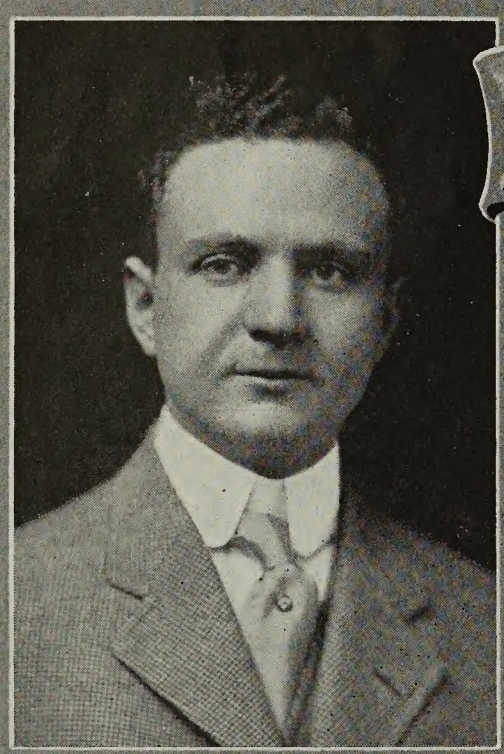
Order today and we will send you anything shown in this big catalogue on 30 days free trial, and give you a year or more to pay the bill in easy monthly installments.

Photograph Showing Scene in Our Shipping Room

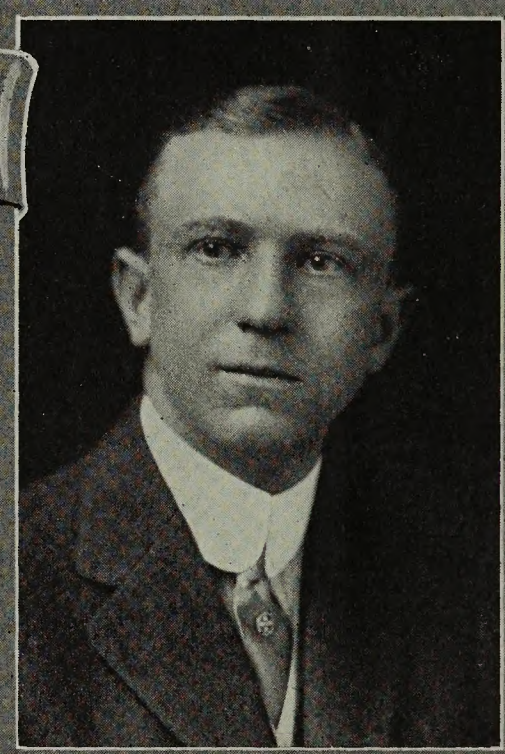
EXECUTIVE OFFICERS



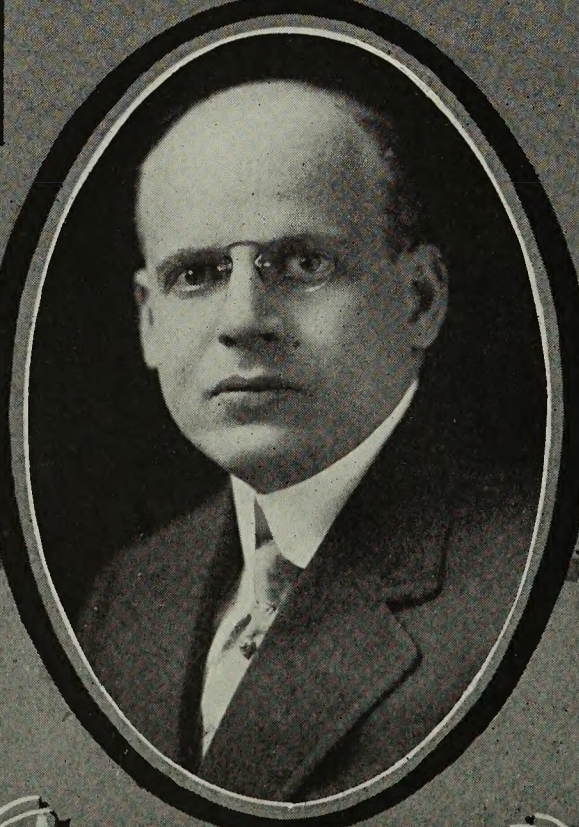
L. WINEMAN
FOUNDER & PRESIDENT



HENRY WINEMAN
~VICE PRESIDENT~



ANDREW WINEMAN
SECRETARY



S. M. COHEN
GENERAL MANAGER

Our Department Managers
Each A Trained Expert In His Line
L.B.Clark
AUDITOR
Chas.H.Bailey
SUPT. PRINTING DEPT.
H.C.Barit
CREDIT MANAGER
R.B.Buck
CHIEF OF CORRESPONDENCE
M.J.Lally
MGR. TRAFFIC DIVISION
J.H.Hilton
ADVERTISING MGR.
W.J.Serlin
MANAGER OF ORDER DEPT
F.J.Anthe
SUPT. OF WAREHOUSES
A.B.Hayner
SALES PROMOTION
S.R.Langs
MGR. SHIPPING DEPT.
E.J.Joyce
MGR. DEPT OF ACCOUNTS

OFFICE OF THE PRESIDENT

To The Public:-

You will pardon me if I take the liberty of inserting this personal letter in our catalog, but I am sure my message will not be out of place.

It was my belief in the masses that prompted me to establish this business, nearly thirty years ago. The masses have maintained it - and it is the masses that I want on my books, the great army of common people who earn their living by toil. We believe in them more than any other class of people, and it is for their benefit in particular that we operate on the extended credit system.

If we had kept up the old style all-cash method we would be no larger today than all-cash houses. As it is, we have built up the greatest home furnishing business in the world. We have the masses to thank for it. They represent the practical buyers. They have no extravagances. Every purchase is to supply an actual need. Trained from the cradle to practice economy and moderation, their ideas are solid and sensible - and that's why they are worthy all the accommodations that may be given them.

Our credit plan is as solid as Gibraltar and a benefit to all mankind. How many of the six hundred thousand homes that we have furnished would ever have been established but for our credit plan? Not many. Few indeed could have accumulated in a lump sum all the money necessary if they had to pay all cash, and if I had not established this business and originated the furniture credit system, think of the thousands who would have missed the real joy and happiness of a cozily furnished home of their own.

You will see now that I have a real mission in life - a self chosen mission which I have followed with the utmost willingness. We furnish homes for everybody and trust everybody - and distribute the payments over a long period of time.

In conclusion, I wish to say that we have always tried our best to do the right thing for all concerned, and I think I am justified in saying that the enormous volume of business, which we so proudly boast, is the public's mark of approval and appreciation - their expression of satisfaction with our merchandise, our prices, our terms and our methods.

I sincerely hope that our efforts to maintain the high degree of service we have given - and to improve - will warrant a continuation of your loyal support,

Very truly and respectfully,

L. Wineman

President, People's Outfitting Company

Gold Medal Brand Furniture

First to Obtain Perfection This is the first furniture to obtain the high degree of perfection as exemplified in this new 1910 line. The supreme achievements in the furniture building industry are embodied in these magnificent goods. The artist, the woodcarver, the cabinet maker, have all combined their best ability in order to produce a line of homefurnishings which, though they represent the elegance of a mansion, can be sold at prices no higher than is generally asked for the ordinary unreliable kinds.

What This Means to You It means that you can now get the kind of furniture for which you have always longed — the kind that improves the appearance of every surrounding and makes the whole atmosphere of home more cheerful, more comfortable and more happy. The Gold Medal Brand represents the kind of furniture that is seen in the best homes in the land — the sturdy, reliable kind. It is the culmination of art as applied to furniture-craft, making possible that almost indescribable something which distinguishes furniture of character and quality from the mediocre, homely sort.

A Grand Innovation We are proud to be able to now offer these magnificent homefurnishings at prices even lower than others charge for ordinary goods. It will revolutionize the housefurnishing business, because it will enable people in modest circumstances to furnish their homes as comfortably as those of their wealthier neighbors. Everybody wants good furniture, and now that it can be had at bargain prices there is every advantage in buying the Gold Medal Brand.

More for Your Money It has always been our desire to give our customers more for their money and better treatment than it is possible to get elsewhere. We have always aimed to win the confidence and continued patronage of every one who has ever sent us an order. Our great success in so doing is told by the steady growth of our institution from a small beginning over twenty-five years ago to the largest Credit Mail Order Establishment in the world today. The introduction and exclusive sale of the famous Gold Medal Brand Furniture is but another step in advance and another proof of our ability to serve you better than any other concern.

Highest Award
and
Gold Medal
Impressive Tribute
Paid to the
People's Outfitting Co.
by the
Greatest Furniture State in the World

The Triumphant Achievement in Furniture Building

The Gold Medal Brand is the outgrowth of remarkable improvements and alterations in manufacturing processes. The necessity for these great improvements has long been felt; but it remained for the People's Outfitting Co., the great Michigan institution, to develop them. In the first place, Michigan is the great lumbering camp of the world, the far-famed furniture manufacturing state. Located, as we are, here in the midst of so many natural advantages, our factory interests have grown to colossal proportions. We now have in our employ the most skilled and experienced experts the world has ever known; and the machinery and equipment in our big factories is the finest that brains can invent or that money will buy. Small wonder is it then, that with unlimited resources, we have been able to place upon the market this magnificent Gold Medal Brand furniture at prices as low or lower than you would have to pay elsewhere for the cheap thrown-together kind.

A Word About Quality You know good furniture when you see it — you can tell the difference between Gold Medal Brand furniture and the ordinary kind as soon as it is set up in your home. Other people will notice it, too, for it stands out above the common class of goods so far that there is no comparison. In the manufacture of Gold Medal Brand furniture the quality of the wood, the appropriateness of design, the consistency of outline, the perfectness of proportions, the depth and evenness of carvings, the seasoning and the finish are all considered, and the finished product is the finest that it is possible to produce. When you buy from the People's Outfitting Co., you are assured of getting the genuine Gold Medal Brand furniture, the equal of which has never before been offered or shown. Better goods for the same money is our motto, and if it's Gold Medal Brand furniture it's better furniture.

It Is Double Economy Think what it means to be able to buy the finest goods ever made at cheap prices! When you buy Gold Medal Brand Furniture you buy the kind that will last. It's a satisfaction to have good things in your home — sturdy, dependable goods that you are always proud to own — goods that don't wear out before their time. It's a pleasure to know that everything is strong and substantial, as well as beautiful and elegant. Even our competitors admit that Gold Medal Brand Furniture has no equal for the money. It has proved its worth and is now recognized as the standard of quality. It is sure to ultimately replace all other makes because its meritorious quality will commend its universal use.

Do Not Be Misled by pictures and catchy low prices shown in some catalogs. They may intimate that you are getting real solid value in such articles. Unfortunately, pictures look very much alike and oftentimes the common grades of goods shown by other houses at equal prices are taken to be of the same high standard of quality as the genuine Gold Medal Brand. We therefore urge you to not confuse our furniture with that offered by mail order houses generally — the goods we offer are all of superior construction and finish. And please bear in mind, that quality considered, our prices are positively the lowest in the world. We are the largest distributers of high grade furniture in the United States and the only concern in the country selling strictly high grade homefurnishings on credit by mail at factory prices. Michigan, as we have explained before, is the world's greatest furniture producing state — all dealers come here to buy. Now we will sell you this genuine Gold Medal Brand Furniture just as low as we sell to dealers and give you all the advantages of our great Easy Way to Pay Plan.

General Information
For Your Guidance When Ordering

C. O. D. Shipments On account of our liberal credit terms of payment, we do not ship any goods C. O. D. The amount of the first payment which we require is so small as compared with the amount of goods purchased that a C. O. D. shipment is an unnecessary delay and expense to you. On C. O. D. shipments the railroad companies make an extra charge for collecting and sending the money to shipper, which extra charge you would have to pay. The C. O. D. method often causes unnecessary and disagreeable delays because of the extra requirements which the railroad companies make on shipments of this kind. Our method is cheaper and more liberal than that of any of the regular mail order houses, because the first payment which we require is smaller than all other mail order houses ask you on C. O. D. shipments.

Our Plan Better For example: You buy a sideboard from any other mail order house for $12.00. The deposit which they require before they ship the sideboard is at least $2.50 and when the order is received you pay the balance, $9.50, in addition to the freight charges and the extra amount required for the cost of collection. When buying from us you pay $1.50 down and the sideboard is delivered to your station. Then all you need to do is pay the freight and take it home. You can buy all you need from us in like manner. There is no collection fee and no compulsion to pay the full price for goods before you see what you are really getting.

Freight Charges It is understood that you pay the freight on all goods shipped to you, but it will amount to very little, as compared with what you will save in the price. The larger you make your order, the smaller in proportion will be the freight charges and the greater the amount that you will save. You can save money on freight shipments by combining with other people in your neighborhood and ordering the goods shipped in the same car. If you cannot get others to order with you, we guarantee that even on single orders the saving you will make will be considerable on account of our extremely low prices.

Freight Shipments You will find the weight of each article given at the end of the description of each article in this catalog. In our freight table, page 4, you will find the rate per 100 pounds on all goods to your town or a town near to you. You pay the freight on arrival of shipment, if you have an agent at your station. If there is no agent at your station it will be necessary for you to prepay the freight. If there is no agent at your station it will be absolutely necessary for you to send us enough money to prepay the freight. This money to prepay the freight charges must be in addition to the first payment required on the goods you select. Under no circumstances can we ship orders to stations where there is no agent unless the money to prepay freight is sent us with your order.

If you have no agent at your station, we suggest that you have the goods sent to the nearest station where there is a regular freight agent. If you do not care to do this, we advise you to make careful arrangements to have the goods cared for when they are unloaded from the train at your station. We suggest this extra caution because at stations where there is no agent to care for the goods after they are unloaded from the train, the railroad companies will not be responsible for any loss or damage to a shipment after it is left at the station.

Shipments Direct from Factory In order to save our customers as much money as possible we find we can quote them lower prices on a great many of the larger and heavier articles of furniture by shipping direct from the factory. Whenever we do this we will inform you what goods we are shipping from the factory and you will know that you are to pay the freight on such goods from the factory only. This will in many cases make the freight charges smaller. You can easily understand how we can make the prices to you much cheaper on articles shipped from the factory when you consider that we do not have to pay the freight on such goods from the factory to our warehouses and that we do not have the expense of hauling them to and from the railroad and of handling them in our storerooms. Our binding guarantee holds good on such articles shipped from the factory; which means that you are not taking any additional risk, as we guarantee that the goods will reach you in perfect condition.

How to Order We always send order blanks, which we prefer to have you use, as you will find them more convenient, but if you have none, use a plain sheet of paper. If you are out of order blanks, drop us a postal card and we will be pleased to send you a good supply. Whether you use an order blank, or a plain sheet of paper, always be sure to write your name in full, giving each letter of your first name as well as of your last name. Write as plainly and clearly as possible. Give your postoffice address, county and state in which you live, and the nearest shipping point, if different from your postoffice address. Write "Catalog numbers" plainly and in full figures which are printed somewhere in the description of every article in the book. Every article in the book has a catalog number which we give in order to avoid mistakes of sending you the wrong goods and the only safe way for you to order is to always mention the number which you will find given somewhere in the description and along with the price of the article you desire. Give a description of the article you want, stating finish, color, measurements, etc., when required. Enclose with your order first payment as given in the table of terms on page 5. Send money order in the same envelope with your order. State the amount you are sending. Check over your order after you have it written out to be sure to see that you have followed all these rules. You help us carry out your order quicker and surer if you faithfully follow these rules.

How to Send Money Make all your payments by postoffice money order, express money order, bank draft or cash. We prefer any of the above to checks, and do not accept stamps. If you send cash be sure to have your letter registered. The cost is but slight and it insures safe delivery to us. We advise you to send postoffice or express money orders, as being the least expensive and quickest and safest way.

About Returning Goods Before you return any goods to us, write us concerning them first, stating that you intend to send them back. We ask this so that if there is any misunderstanding we may have a chance to adjust matters to your entire satisfaction. Whenever it may be necessary for you to return any goods please write us fully concerning the matter, and be sure to give your account number.

Orders Under $5.00 We will not open an account for amounts less than $5.00. Shipments for less than that will prove unprofitable to you, and we do not advise them. If, however, you wish to order something for less than $5.00 please send cash with order.

All Dealings Confidential **All dealings with us are carried on in the strictest confidence, and you need not hesitate to trade with us for fear that your home merchant or friends and neighbors will know about it. We take every precaution that no one in your town will know when you have purchased any goods from us. All goods are put up in plain packages with plain tags, without our name appearing on them, so that no one can tell they came from us. If you desire, you can tell your friends of your dealings with us, and we will appreciate any good word that you might say to them for us, but in no case will the information come from us.**

We Employ No Agents We warn you not to give any orders and not to make any payments to people representing themselves as our agents or representatives. We have no agents and no outside representatives, and all persons thus claiming to be in any way connected with this institution or in any way representing it are frauds and imposters. Transact your business only with our Mail Order Building, 210-222 Sixth street, Detroit, Mich., as this is the only office from which mail orders are filled. Send all letters and all payments direct to the above address.

Safe Delivery Guaranteed Our shipping department is the most perfect organization in the world, and nothing leaves our warerooms without being fully examined and carefully packed. The goods are delivered to the railroad company in perfect condition, and in every case we secure a signed receipt from the railroad company which states that the goods are in first-class shape when received by them. If it happens that any article reaches you in bad condition or if it is marred, scratched, dented or broken, be sure to have the freight agent make a written notation of such damage on the freight receipt which he gives you. Absolutely refuse to remove the goods until he has made such a notation.

After he has made the proper notation of the damages on your freight bill pay the freight and accept the goods and take them home. Then send the freight bill to us at once and we will make a satisfactory adjustment of the damages, holding the railroad company responsible for accidents and carelessness, and making good to you any loss sustained. When goods are badly damaged, we will send new goods in place just as soon as we receive your freight bill with proper notation by agent. In this way we guarantee you absolutely safe delivery of all goods purchased from us and we hold ourselve responsible to supply you with just the goods you order in perfect condition.

SHIPPING RATES AND REGULATIONS

WHO PAYS THE FREIGHT?

To avoid any misunderstanding, we wish to make ourselves clear on this point.

THE PURCHASER ALWAYS PAYS THE FREIGHT

IT is a fixed law of all business that the purchaser pays the cost of delivery, although it is often done in an indirect manner. Your coal dealer could sell his coal 50 cents to $1.00 per ton cheaper if his customers came after it with their own wagons.

This is equally true in the case of furniture. Suppose your local dealer purchases a sideboard from a manufacturer in Grand Rapids. Now, before he sells it to you, he will fix his retail price according to what the sideboard costs **him.** He will put down so much for original cost of the sideboard, so much for clerk hire, rent, light, heat, etc., **plus** the freight charges from Grand Rapids to his store. So you will see that you always pay the freight.

There is a vast difference in your favor, however, in purchasing from the People's Outfitting Co., and paying the freight yourself or **direct** as compared to purchasing from your local dealer and paying the freight in the price of the article or **indirectly,** and it is this: **In every instance where you purchase from the People's Outfitting Co. the price is so much lower that THE SAVING WHICH YOU EFFECT MORE THAN COVERS THE FREIGHT CHARGES.**

Now, if you purchase from the People's Outfitting Co., paying the freight yourself **direct,** you will be much better off than if you bought of the dealer and paid him the freight **indirectly** as part of the cost of the sideboard. For this reason: The great saving on one article bought at the "People's" prices will more than cover the freight charges on a great number of articles. Therefore, we do not prepay freight, as we can get no lower rates than you can, and we should be obliged to increase the price of every article in our Catalogues.

TO ESTIMATE SHIPPING RATES

FIRST—The country is divided into three Freight Districts, as follows:

Eastern States: Connecticut, Delaware, District of Columbia, Indiana, Maryland, Maine, Massachusetts, Michigan, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, Vermont, Virginia, West Virginia. **Western States:** Arkansas, Arizona, California, Colorado, Idaho, Illinois, Iowa, Indian Territory, Kansas, Louisiana, Minnesota, Missouri, Montana, Nevada, Nebraska, North Dakota, New Mexico, Oregon, Oklahoma, South Dakota, Texas, Utah, Wisconsin, Wyoming. **Southern States:** Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee.

SECOND—Refer to the "Merchandise Classification" and see the rating of the article or articles you wish to order.

THIRD—Refer to the last table, "Transportation Charges," on page **15.** By multiplying the weight of the article selected by the rate given in that table you will arrive at a close estimate of what the charges will amount to. (The weight of every article in the catalogue is given in the description of the article).

BY WAY OF ILLUSTRATION

Suppose you were living in Youngstown, Ohio, and desired to purchase our No. 20F-102 Bookcase. You will find Ohio under Eastern States, so you place your finger in the "East" column of the "Merchandise Classification" table and you find that Bookcases are 1½ class to Youngstown, Ohio, which means the rate is 1½ times the regular first-class rate. Now find Youngstown in the table of "Transportation Charges" and you find that the first-class rate to Youngstown is 36 cents per hundred pounds. Multiply this by 1½, which gives 54 cents as the full rate per hundred pounds on the Bookcase.

FREIGHT RATES FROM DETROIT

are in most cases lower than from Chicago and where they are not lower they are the same, but never higher. If you will examine our table of transportation charges printed below, and make comparison with freight rates from Chicago, you will be thoroughly convinced that Detroit has become such an important mail order center as to warrant these special low rates.

MERCHANDISE CLASSIFICATION.

NOTE EXPLANATION BELOW.

ARTICLES.	CLASS East	CLASS West	CLASS South
Baby Carriages, K. D.	1	1	1
Beds, folding	1½	1½	1
Bedsteads, iron and wood	2	2	2
Bed Springs, spiral	D1	D1	D1
Bed Springs, woven wire	1½	1	1
Blacking Cases	1	1	1
Bookcases and Combination Bookcases	1½	1½	1½
Buffets	1½	1	2
Bureaus	1½	1	2
Carpets and Rugs	1	1	1
Chairs, bamboo, rattan, reed or willow	3T1	3T1	D1
Chairs, cane and wood seat	1½	1½	1
Chairs, upholstered	1½	D1	1½
Chiffoniers	1	1	2
China Closets	1½	D1	1½
Costumers	1	1	1
Couches, cloth and leather	1	1	1
Couches, metal, folded, flat	1	1	1
Curtain Poles	1	1	2
Couch covers	1	1	1
Commodes	1	1	2
Cots, folding	2	3	2
Cribs, iron or wood	2	2	2
Crockery	3	2	4
Cupboards	1½	1½	1½
Davenports	1	1	1
Desks	1½	1	1
Dishes	3	2	4
Dressers	1	1	2
Dressing Tables	1½	D1	1½
Earthenware	3	2	4
Easels	1½	1½	1½
Go-Carts, K. D.	1	1	1
Granite and enamel ware	2	2	2
Hall trees	D1	D1	1½
Hardware	3	2	2
High Chairs	1½	1½	1
Ice boxes	2	2	2
Iron Beds	2	2	2
Kitchen cabinets	1	1	1
Kitchen Tables	1½	D1	1½
Lamps	1	1	1
Linoleum	2	2	2
Lace Curtains	1	1	1
Lounges and couches	1	1	1
Matting	1	1	2
Mattresses, woven wire	1½	1	1
Mattresses, hair	1½	1	1
Mattresses, common	1½	1	1
Mirrors	1	1	1
Morris chairs	1½	D1	1½
Music cabinets	D1	D1	1½
Medicine cabinets	D1	D1	1½
Oil cloth	2	2	2
Organs	1	1	1
Plate racks	D1	1	1½
Pillows	1½	D1	1½
Pictures	1	1	1
Parlor cabinets	D1	D1	1½
Parlor suites, upholstered	1½	D1	1½
Pianos	1	1	1
Phonographs	1	1	1
Portieres	1	1	1
Ranges and stoves	3	3	3
Refrigerators	2	2	2
Rockers, bamboo, rattan, reed or willow	3T1	3T1	D1
Rockers, cane or wood seat	1½	1½	1
Rockers, upholstered	1½	D1	1½
Rockers, K. D.	1	1	1
Sanitary couches	1	1	1
Sewing machines	1	1	1
Sideboards	1	1	2
Stoves and ranges	3	3	3
Screens	1	1	2
Settees	D1	D1	1
Shades	1	1	1
Tables, extension K. D.	2	3	2
Tables, parlor and library	1½	D1	1½
Towel racks and holders	1	1	1
Tabourettes and pedestals	1½	1½	1½
Tinware	2	2	2
Umbrella stands	1½	1½	1½
Wardrobes, taken apart	2	2	2
Wardrobe, set up	D1	D1	1½
Washing machines	1	1	2
Wash stands	1	1	2
Woodenware	1	2	3

KEY TO THE FIGURES IN THE ABOVE TABLE—1 stands for first class. 2 stands for second class. 3 stands for third class. *4 stands for fourth class 1½ stands for 1½ times first class. D1 stands for twice or double first class. 3T1 stands for three times first class.

*The fourth class rating is given in so few instances that we have not given it in the table "TRANSPORTATION CHARGES." The customer will bear in mind that it is slightly below that of third class.

FROM DETROIT TO	Freight Rates per 100 lbs. 1st Class	2nd Class	3rd Class
Alabama			
Anniston	1.33	1.17	1.00
Birmingham	1.14	.99	.80
Brewton	1.49	1.23	1.01
Eufaula	1.38	1.20	1.08
Florence	1.14	.99	.80
Montgomery	1.33	1.17	1.00
Arizona			
Flagstaff	3.90	3.40	2.70
Gila City	3.59	3.13	2.70
Kingman	3.90	3.40	2.70
Phœnix	3.79	3.33	2.90
Prescott	3.79	3.33	2.90
Wilcox	3.29	3.01	2.64
Tuscon	3.59	3.13	2.70
Yuma	3.59	3.13	2.70
Arkansas			
Arkansas City	1.10	.90	.75
Corning	.95	.80	.62
Eldorado	1.47	1.23	.99
Fayetteville	1.33	1.08	.89
Fort Smith	1.30	1.11	.87
Helena	1.10	.90	.75
Little Rock	1.20	1.01	.77
Newport	1.00	.83	.67
Pine Bluff	1.20	1.01	.77
Texarkana	1.37	1.23	1.08
California			
Ash Hill	3.90	3.40	2.70
Bakersfield	3.71	3.28	2.70
Fresno	3.00	2.60	2.20
Los Angeles	3.00	2.60	2.20
Sacramento	3.00	2.60	2.20
San Diego	3.00	2.60	2.20
Colorado			
Denver	2.05	1.65	1.25
Durango	3.50	2.95	2.35
Grand Junc on	3.50	2.95	2.35
Greeley	2.05	1.65	1.25
La Junta	2.05	1.65	1.25
Sterling	1.81	1.58	1.25
Trinidad	2.05	1.65	1.25
Connecticut			
Danbury	.66	.57	.44
Falls Village	.66	.57	.44
Hartford	.66	.57	.44
Middletown	.66	.57	.44
New Haven	.66	.57	.44
New London	.66	.57	.44
Putnam	.66	.57	.44
Delaware			
Dover	.59	.51	.39
Wilmington	.57	.49	.37
Florida			
Carrabella	1.78	1.61	1.31
Gainesville	1.80	1.58	1.36
Jacksonville	1.30	1.10	.95
Key West	1.83	1.65	1.43
Orlando	2.00	1.73	1.54
Pensacola	1.10	.90	.75
Puta Gorda	2.21	1.91	1.67
Tallahassee	1.80	1.58	1.26
Tampa	1.82	1.55	1.29
Georgia			
Albany	1.54	1.35	1.16
Atlanta	1.33	1.17	1.00
Augusta	1.32	1.12	.95
Brunswick	1.30	1.10	.95
Columbus	1.38	1.20	1.03
Gainesville	1.36	1.25	1.00
Macon	1.32	1.09	.93
Rome	1.19	1.10	.87
Thomasville	1.54	1.35	1.16
Valdosta	1.54	1.35	1.16
Waycross	1.54	1.35	1.16
Idaho			
Idaho Falls	2.85	2.40	1.98
Moscow	3.00	2.60	2.20
Nampa	3.30	2.80	2.45
Pocatello	2.85	2.40	1.98
Rothdrum	3.00	2.60	2.20
Shoshone	3.56	3.00	2.66
Weiser	3.60	3.10	2.60
Illinois			
Abingdon	.38	.30	.23
Amboy	.30	.24	.19
Assumption	.39	.31	.24
Aurora	.21	.17	.14
Beardstown	.40	.32	.25
Belvidere	.28	.23	.19
Braidwood	.25	.20	.17
Cairo	.47	.39	.30
Centralia	.42	.34	.26
Coal City	.25	.20	.17
Danville	.30	.25	.20
Decatur	.37	.30	.23
Dwight	.27	.22	.18
Effingham	.39	.31	.24
Freeport	.31	.25	.20
Galesburg	.37	.29	.23
Gibson City	.32	.25	.20
Harvard	.25	.21	.18
Jacksonville	.40	.32	.25
Joliet	.21	.17	.14
Kewanee	.35	.27	.21
LaSalle	.31	.25	.18
Lincoln	.37	.29	.22
Mattoon	.37	.30	.23
Mendota	.28	.23	.19
Mt. Carroll	.34	.27	.21
Normal	.34	.26	.21
Oregon	.31	.25	.20
Peoria	.36	.29	.22
Rock Island	.37	.30	.23
Shelbyville	.39	.31	.24

FROM DETROIT TO	Freight Rates per 100 lbs. 1st Class	2nd Class	3rd Class
Illinois, Con'td			
Urbana	.34	.28	.23
Waukegan	.21	.17	.14
Indiana			
Anderson	.32	.27	.22
Bedford	.37	.32	.24
Brazil	.32	.27	.22
Crawfordsville	.30	.25	.20
Elkhart	.25	.22	.20
Evansville	.40	.34	.25
Fort Wayne	.28	.24	.20
Goshen	.25	.22	.20
Indianapolis	.32	.27	.22
Kokomo	.28	.24	.20
Laporte	.17	.15	.14
Lawrenceburg	.40	.34	.25
Madison	.40	.34	.25
Muncie	.32	.27	.22
New Albany	.40	.34	.25
Plymouth	.22	.20	.17
Richmond	.36	.31	.23
South Bend	.22	.20	.17
Terre Haute	.32	.27	.22
Valparaiso	.15	.13	.12
Indian Terr.			
Ardmore	1.50	1.29	1.07
Atoka	1.50	1.29	1.07
Eufaula	1.37	1.20	.92
Krebs	1.40	1.20	.95
Okmulgee	1.40	1.20	.95
S. McAlester	1.40	1.20	.95
Tahlequah	1.30	1.10	.85
Vinita	1.25	1.03	.83
Wagoner	1.35	1.20	.90
Iowa			
Adair	.77	.61	.48
Audubon	.80	.65	.45
Belle Plaine	.59	.47	.37
Burlington	.40	.32	.25
Carroll	.77	.63	.43
Cedar Rapids	.58	.47	.35
Council Bluffs	.80	.65	.45
Davenport	.38	.30	.23
Des Moines	.68	.50	.40
Dubuque	.38	.30	.23
Fort Dodge	.72	.54	.43
Hawarden	.80	.65	.45
Keokuk	.42	.34	.26
Marshalltown	.63	.50	.40
Mason City	.63	.53	.42
Muscatine	.39	.31	.24
Oskaloosa	.63	.50	.40
Ottumwa	.61	.50	.36
Red Oak	.80	.65	.45
Sioux City	.80	.65	.45
Storm Lake	.77	.63	.43
Villisca	.80	.65	.45
Waterloo	.60	.50	.40
Webster City	.72	.51	.42
Kansas			
Abilene	1.31	1.11	.83
Atchison	.80	.65	.45
Coffeyville	1.21	1.03	.80
Dodge City	1.67	1.43	1.16
Emporia	1.24	1.05	.80
Fort Scott	.94	.81	.55
Garden City	1.74	1.49	1.21
Great Bend	1.52	1.27	.99
Kansas City	.80	.65	.45
Leavenworth	.80	.65	.45
Newton	1.38	1.17	.90
Osage City	1.17	.99	.73
Parsons	1.05	.86	.65
Salina	1.36	1.15	.88
Smith Center	1.40	1.19	.92
Topeka	1.09	.89	.64
Wichita	1.40	1.18	.91
Winfield	1.43	1.21	.94
Kentucky			
Ashland	.42	.36	.27
Bowling Green	.96	.82	.68
Covington	.42	.36	.27
Frankfort	.61	.52	.41
Henderson	.48	.41	.30
Lebanon	.86	.74	.60
Louisville	.41	.35	.26
Maysville	.42	.36	.27
Newport	.42	.36	.27
Owensboro	.48	.41	.30
Paducah	.53	.47	.35
Versailles	.67	.60	.49
Louisana			
Alexandria	1.37	1.17	.99
Baton Rouge	1.10	.90	.75
Crowley	1.43	1.22	.98
Lake Charles	1.50	1.25	1.02
Monroe	1.37	1.17	.99
New Orleans	1.10	.90	.75
Plaquemine	1.10	.90	.75
Shreveport	1.37	1.17	.99
Maine			
Augusta	.78	.67	.53
Dover	.86	.75	.58
Farmington	.82	.71	.54
Greenville	.66	.57	.44
Portland	.66	.57	.44
Presque Isle	1.42	1.13	.88
Maryland			
Annapolis	.63	.55	.42
Baltimore	.56	.48	.36
Cambridge	.59	.51	.39
Hagerstown	.56	.48	.36
Oakland	.56	.48	.36
Pridcess Anne	.59	.51	.39

FROM DETROIT TO	Freight Rates per 100 lbs. 1st Class	2nd Class	3rd Class
Massachsusetts			
Barnstable	.66	.57	.44
Boston	.66	.57	.44
Falmouth	.66	.57	.44
Fitchburg	.66	.57	.44
Holyoke	.66	.57	.44
Pittsfield	.66	.57	.44
Provincetown	.66	.57	.44
Worcester	.66	.57	.44
Michigan			
Adrian	.16	.14	.12
Alpena	.44	.38	.28
Bay City	.28	.24	.20
Battle Creek	.28	.24	.20
Bancroft	.23	.20	.16
Cadillac	.38	.33	.25
Charlevoix	.49	.42	.32
Cheboygan	.47	.41	.31
Cassopolis	.30	.26	.20
Charlotte	.28	.24	.20
Durand	.22	.19	.15
Davison	.23	.20	.16
Eaton Rapids	.33	.29	.22
Escanaba	.60	.50	.37
Flint	.24	.21	.17
Grand Rapids	.30	.26	.20
Grand Haven	.37	.32	.24
Gladstone	.83	.70	.52½
Grayling	.39	.33	.25
Ionia	.30	.26	.20
Iron Mountain	.60	.50	.40
Ishpeming	.60	.50	.37
Jackson	.19	.17	.15
Kalamazoo	.30	.26	.20
Kalkaska	.43	.38	.28
Lansing	.24	.21	.17
Marquette	.60	.50	.37
Manistique	.60	.50	.37
Munising	.60	.50	.37
Marcellus	.30	.26	.20
Muskegon	.37	.32	.24
Manistee	.40	.35	.26
PortHuron	.28	.24	.20
Port Austin	.39	.33	.25
Petoskey	.49	.42	.32
Pontiac	.16	.14	.10
Saginaw	.28	.24	.20
Scoolcraft	.30	.26	.20
Sarnia	.30	.26	.20
South Lyon	.17	.15	.11
Traverse City	.40	.35	.26
Vicksburg	.30	.26	.20
Ypsilanti	.16	.14	.10
Wayne	.14	.12	.09
Minnesota			
Albert Lee	.60	.50	.40
Bemidji	1.24	1.04	.82
Brainerd	.97	.80	.74
Crookston	1.19	.99	.79
Duluth	.65	.55	.44
Faribault	.60	.50	.40
Fergus Falls	1.06	.87	.71
Marshall	.73	.63	.52
Minneapolis	.60	.50	.40
Moorhead	1.14	.95	.76
Pipestone	.77	.63	.43
Stillwater	.60	.50	.40
St. Cloud	.94	.79	.62
Two Harbors	.84	.70	.56
Tower	.81	.69	.55
Winona	.96	.81	.65
Mississippi			
Aberdeen	1.25	1.02	.82
Columbus	1.25	1.02	.82
Greenville	1.10	.90	.75
Hattiesburg	1.38	1.16	.95
Holly Springs	1.09	.93	.77
Jackson	1.18	.99	.80
Natchez	1.10	.90	.75
Tupelo	1.13	.94	.78
Vicksburg	1.10	.90	.75
Missouri			
Alexandria	.42	.34	.26
Brookfield	.75	.60	.40
Cameron	.80	.65	.45
Chillicothe	.80	.65	.45
Clinton	.82	.72	.50
Hannibal	.42	.35	.27
Jefferson City	.71	.58	.42
Joplin	.94	.84	.60
Kansas City	.80	.65	.45
Kirksville	.67	.55	.40
Louisiana	.43	.35	.27
Marshall	.78	.63	.43
Nevada	.92	.81	.55
Poplar Bluff	.77	.66	.55
Rich Hill	.92	.77	.55
Salisbury	.78	.57	.40
Sedalia	.75	.61	.42
Springfield	.82	.72	.50
St. Joseph	.80	.65	.45
St. Louis	.44	.36	.28
Versailles	.80	.65	.45
Montana			
Billings	2.55	2.15	1.75
Bozeman	2.80	2.37	1.94
Dillon	2.85	2.40	1.98
Kalispel	2.96	2.51	2.05
Great Falls	2.70	2.29	1.87
Glasgow	2.24	1.86	1.56
Miles City	2.25	1.90	1.56
Missoula	2.96	2.51	2.05
Nebraska			
Alliance	1.81	1.58	1.25
Beatrice	.92	.77	.53

FROM DETROIT TO	Freight Rates per 100 lbs. 1st Class	2nd Class	3rd Class
Nebraska Con'td			
Crawford	2.02	1.76	1.43
Falls City	.80	.65	.45
Grand Island	1.31	1.11	.83
Hastings	1.31	1.11	.83
Kearney	1.35	1.16	.89
Lincoln	.85	.70	.49
McCook	1.55	1.35	1.09
Norfolk	1.15	.95	.72
North Platte	1.58	1.36	1.10
Omaha	.80	.65	.45
Oneill	1.30	1.08	.88
Sidney	1.81	1.58	1.25
Valentine	1.64	1.41	1.11
Nevada			
Carson City	4.15	3.65	2.95
Elko	3.90	3.40	2.70
Eureka	4.20	3.70	3.00
Hawthorne	4.90	4.40	3.70
Reno	3.90	3.40	2.70
Winnemucca	3.90	3.40	2.70
New Hampshire			
Colebrook	.66	.57	.44
Concord	.66	.57	.44
Haverhill	.66	.57	.44
Keene	.66	.57	.44
Nashua	.66	.57	.44
Plymouth	.66	.57	.44
New Jersey			
Bridgetown	.64	.56	.44
Monmouth	.59	.51	.39
Newton	.59	.51	.39
Patterson	.59	.51	.39
Salem	.62	.54	.42
Trenton	.59	.51	.39
New Mexico			
Albuquerque	2.32	2.10	1.80
Clayton	2.05	1.65	1.25
Deming	2.39	2.14	1.95
Carlsbad	2.29	1.99	1.67
Las Cruces	2.32	2.10	1.80
Lordsburgh	2.79	2.54	2.34
Santa Fe	2.32	2.10	1.80
New York			
Albany	.56	.49	.38
Buffalo	.36	.31	.23
Delhi	.70	.59	.45
Elmira	.45	.39	.30
Kingston	.59	.51	.39
Malone	.66	.57	.44
Mayville	.36	.31	.23
Ogdensburg	.66	.57	.44
Oswego	.45	.39	.30
Plattsburg	.92	.78	.61
Rochester	.40	.35	.26
Syracuse	.45	.39	.30
Watertown	.59	.51	.39
North Carolina			
Asheville	1.39	1.20	1.00
Hendersonville	1.55	1.36	1.12
Newberne	1.02	.84	.66
Raleigh	1.17	.99	.78
Salisbury	1.24	1.06	.84
Wilmington	1.06	.88	.67
North Dakota			
Bismark	1.58	1.32	1.05
Cooperstown	1.34	1.11	.89
Dickinson	1.87	1.58	1.28
Ellendale	1.15	.99	.74
Fargo	1.06	.80	.70
Grand Forks	1.21	1.01	.81
Jamestown	1.37	1.14	1.01
Medora	1.94	1.64	1.34
Minot	1.70	1.44	1.17
Oakes	1.10	.91	.64
Portal	1.93	1.63	1.32
Valley City	1.30	1.08	.87
Williston	1.99	1.66	1.36
Ohio			
Bryan	.22	.20	.17
Bucyrus	.26	.23	.20
Cincinnati	.39	.33	.25
Columbus	.32	.27	.22
Dayton	.34	.30	.23
Findlay	.24	.22	.19
Hillsboro	.41	.35	.26
Lima	.28	.24	.20
Marietta	.41	.35	.26
Painsville	.34	.30	.23
Portsmouth	.41	.35	.26
Toledo	.16	.14	.12
Youngstown	.36	.31	.23
Oklahoma			
Alva	1.50	1.29	1.07
El Reno	1.50	1.29	1.07
Enid	1.50	1.29	1.03
Guthrie	1.50	1.29	1.07
Medford	1.50	1.28	1.00
Newkirk	1.46	1.24	.98
Woodward	1.50	1.29	1.07
Oregon			
Baker City	3.60	3.10	2.60
Eugene	3.46	3.02	2.59
Goble	3.00	2.60	2.20
Pendleton	3.60	3.10	2.60
Portland	3.00	2.60	2.20
Roseburg	3.72	3.24	2.70
The Dalles	3.25	2.80	2.38
Pennsylvania			
Allentown	.57	.49	.37
Altoona	.56	.48	.36
Bradford	.40	.35	.27
Butler	.41	.35	.26
Chambersburg	.56	.48	.36
Erie	.36	.31	.3

FROM DETROIT TO	Freight Rates per 100 lbs. 1st Class	2nd Class	3rd Class
Penn. Con'td			
Harrisburg	.56	.48	.36
Lancaster	.57	.49	.37
Pittsburg	.41	.35	.26
Reading	.57	.49	.37
Tawanda	.57	.49	.37
Uniontown	.46	.39	.29
Rhode Island			
Bristol	.66	.57	.44
Providence	.66	.57	.44
Westerly	.66	.57	.44
S. Carolina			
Abbeyville	1.40	1.27	1.00
Charleston	1.21	1.03	.84
Columbia	1.31	1.12	.95
Georgetown	1.36	1.17	.99
Lancaster	1.36	1.17	.99
Spartansburg	1.40	1.27	1.00
Walhalla	1.40	1.27	1.00
South Dakota			
Aberdeen	1.10	.91	.64
Belle Fourche	2.35	2.05	1.63
Chamberlain	1.22	1.04	.89
Deadwood	2.25	1.95	1.60
Gettysburg	1.27	1.04	.85
Hot Springs	2.14	1.86	1.51
Huron	1.10	.91	.64
Pierre	1.22	1.04	.80
Rapid City	2.16	1.90	1.55
Redfield	1.10	.91	.64
Sioux Falls	.80	.65	.45
Scotland	1.00	.82	.65
Yankton	.85	.68	.47
Tennessee			
Bristol	.68	.58	.44
Chattanooga	1.11	.95	.79
Jackson	1.03	.85	.70
Knoxville	1.11	.95	.79
Lawrenceburg	1.18	1.02	.82
Memphis	.85	.65	.55
Nashville	.73	.63	.50
Texas			
Brownwood	1.57	1.37	1.16
Eagle Pass	1.69	1.50	1.34
El Paso	1.69	1.50	1.34
Fort Worth	1.57	1.37	1.16
Houston	1.57	1.37	1.16
Laredo	1.69	1.50	1.34
Longview	1.57	1.37	1.16
San Antonio	1.57	1.37	1.16
Texline	1.86	1.65	1.43
Washburn	1.67	1.46	1.24
Utah			
Farmington	2.85	2.40	1.98
Frisco	3.35	2.84	2.35
Logan	2.85	2.40	1.98
Price	2.85	2.40	1.98
Provo	2.85	2.40	1.98
Vermont			
Bennington	.66	.57	.44
Montpelier	.66	.57	.44
Newfane	.76	.65	.50
Newport	.66	.57	.44
St. Albans	.66	.57	.44
White River Jc.	.66	.57	.44
Virginia			
Emporia	1.06	.90	.71
Harrisonburg	.56	.48	.36
Lynchburg	.56	.48	.36
Manchester	.56	.48	.36
Marion	.68	.58	.44
Norfolk	.56	.48	.36
Orange	.56	.48	.36
Washington			
Colville	3.50	3.08	2.66
Kalama	3.00	2.60	2.20
Pasco	3.00	2.60	2.20
Seattle	3.00	2.60	2.20
Spokane	3.00	2.60	2.20
Snohomish	3.00	2.60	2.20
Walla Walla	3.00	2.60	2.20
West Virginia			
Berkely Springs	.61	.52	.39
Beverly	.69	.58	.46
Charleston	.42	.36	.27
Hinton	.56	.48	.36
Parkersburg	.42	.36	.27
Romney	.61	.52	.39
Wheeling	.41	.35	.26
Wisconsin			
Ashland	.65	.55	.44
Beloit	.37	.30	.24
Camp Douglas	.50	.42	.33
Eau Claire	.60	.50	.40
Fifield	.65	.55	.44
Fond du Lac	.40	.33	.28
Green Bay	.43	.36	.29
Hudson	.60	.50	.40
LaCrosse	.50	.42	.33
Lancaster	.50	.42	.33
Madison	.39	.34	.26
Manitowoc	.30	.25	.21
Milwaukee	.25	.20	.15
Mineral Point	.46	.38	.30
Oshkosh	.43	.36	.29
Prairie du Chien	.50	.42	.33
Rhinelander	.60	.50	.40
Sparta	.50	.42	.33
Spooner	.65	.55	.44
Wausau	.50	.42	.33
Waukesha	.30	.25	.20
Wyoming			
Casper	2.62	2.19	1.75
Cheyenne	2.05	1.65	1.25
Evanston	3.10	2.65	2.15
Green River	3.10	2.65	2.15

If your town is not in the above table, figure the rate to the town nearest to you, as the freight will be about the same.

AMERICA'S LARGEST HOME FURNISHERS

"IT'S EASY TO PAY THE PEOPLE'S WAY."

EASY WAY TO PAY

You may furnish your Home on our Liberal Easy Credit Plan

Credit System

ANY ARTICLE in this catalog can be purchased on our easy credit plan. Below we submit our table of easy payments. This table is figured out on such a close basis that it represents the very smallest amount that we can accept on each transaction. Understand, you can pay a larger amount down and a greater sum each month than the table of easy payments calls for, if you so desire, but under no circumstances can we accept a smaller amount than that named in the table. We will gladly sell any goods to anybody, no matter where he lives on the terms quoted below, and will ship goods promptly on receipt of first payment.

BEAR IN MIND THAT THE FIRST PAYMENT AS SHOWN BELOW MUST ACCOMPANY THE ORDER. For example, the goods you wish to purchase amount to $10.00, you mail us the first payment, namely $1.50; the balance you pay at the rate of 75c. a month. The amount of first payment and the monthly installment all depend upon the amount of goods you wish to purchase. First, decide upon the amount you wish to buy; the table of terms will tell you the rest.

We guarantee to undersell your local dealer and every other merchant who requires you to pay all cash and besides we give you easy terms of credit that allow you all the time you require to pay for your goods.

We do not open accounts for amounts less than $5.00. We explain to you on another page why it will pay you to make your order amount to $5.00 or more. All orders under $5.00 must be accompanied with cash. We present below our Table of Easy Payments, which we know to be the easiest plan of payment ever offered by any house in the world.

TABLE OF EASY PAYMENTS

Goods Purchased.	First Payment	Mo. Payment	Goods Purchased.	First Payment	Mo. Payment
$ 5 00 to $ 6 50	$ 75	$ 50	$ 90 00 to $ 95 00	$ 13 50	$ 6 00
6 50 to 7 50	1 00	50	95 00 to 100 00	14 75	6 50
7 50 to 9 00	1 25	75	100 00 to 110 00	16 50	7 00
9 00 to 12 00	1 50	75	110 00 to 125 00	18 25	7 25
12 00 to 15 00	2 00	1 00	125 00 to 150 00	22 50	8 00
15 00 to 16 50	2 25	1 00	150 00 to 175 00	25 00	9 50
16 50 to 18 00	2 50	1 00	175 00 to 200 00	30 00	11 00
18 00 to 20 00	2 75	1 25	200 00 to 225 00	33 50	12 25
20 00 to 22 50	3 00	1 50	225 00 to 250 00	37 00	14 00
22 50 to 26 00	3 50	1 75	250 00 to 275 00	40 00	15 00
26 00 to 27 50	3 75	1 75	275 00 to 300 00	45 00	16 50
27 50 to 28 50	4 00	2 00	300 00 to 325 00	48 50	18 00
28 50 to 30 00	4 50	2 00	325 00 to 350 00	51 50	20 00
30 00 to 35 00	5 00	2 50	350 00 to 375 00	55 00	21 50
35 00 to 40 00	5 75	2 50	375 00 to 400 00	59 00	22 50
40 00 to 44 00	6 50	3 00	400 00 to 425 00	62 75	24 00
44 00 to 50 00	7 00	3 50	425 00 to 450 00	66 50	25 00
50 00 to 54 00	7 75	3 75	450 00 to 475 00	70 00	26 50
54 00 to 60 00	8 00	4 00	475 00 to 500 00	75 00	28 00
60 00 to 65 00	9 00	4 25	500 00 to 600 00	88 00	33 00
65 00 to 70 00	9 50	4 50	600 00 to 700 00	100 00	38 00
70 00 to 74 00	10 50	4 75	700 00 to 800 00	119 00	43 00
74 00 to 80 00	11 00	5 00	800 00 to 900 00	130 00	49 00
80 00 to 85 00	12 50	5 25	900 00 to 1000 00	145 00	55 00
85 00 to 90 00	13 00	5 50			

$5,000 IN GOLD

ON DEPOSIT AT FIRST NATIONAL BANK, DETROIT, to guarantee the safety of all payments made to us.

Your Money Back If Not Satisfied With any Purchase Made of Us.

OUR DOUBLE BINDING GUARANTEE OF SATISFACTION GOES WITH EVERY PURCHASE MADE OF US.

We Will Ship Goods to your home for examination and on anything that does not prove satisfactory we will refund your money and pay transportation charges both ways.

It has always been the broad and liberal policy of the People's Outfitting Co. to serve its customers' interests first, last, and all the time. It is only such a business policy as this that has made us

America's Largest and Most Progressive Home Furnishers

5 PER CENT OFF FOR CASH

We allow 5% Discount for Cash. By closely figuring the actual difference between operating our easy - way - to - pay system, and selling goods for cash-in-full at time of order, we find that it is less than five (5) cents on the dollar in favor of the latter.

THEREFORE, We will allow you a discount of five (5) per cent. for every order which is accompanied by cash in full. For example: If you should order our 5E-117 Chiffonier, which is listed at $35, and you desire to pay cash in full for it, you may deduct 5 per cent. or $1.75, and send us the $33.25.

CASH WITHIN 30 DAYS. **Furthermore, we will allow you a discount of five (5) per cent if you pay your account in full within thirty (30) days from date of shipment.** We realize there are people who are in the habit of requiring at the most only 30 days in which to pay up an account and for the benefit of this class we are willing to allow the same discount privilege accorded those who pay in full at time of order. For example: If you should order our Chiffonier, listed at $35, a first payment of $5.00 will be required, leaving a balance of $30, to be paid in monthly payments of $2.50 each. However, if at the end of 30 days you can afford to pay the balance in full, you may deduct 5 per cent. from $35 or $1.75, and pay us the balance due, $28.25.

BEAR IN MIND **You must remember that whether you pay cash in full with order, or, whether you take advantage of our Easy-Way-to-Pay Credit Plan, our double binding guarantee of satisfaction always holds good.** You may order with the distinct understanding and agreement that you will get **ALL** your money back if the purchase made does not come up to your expectations, or if you feel that you are not getting the greatest value for your money. You may return the goods to us at our expense, and we will cheerfully send you other goods of your selection, or, we will return all money paid by you, which includes freight charges. There are absolutely no strings to this liberal offer. **ALL** your money back if you are not satisfied. **Satisfaction guaranteed or all money refunded.**

WHY **There is a reason for this broad and liberal policy on our part.** It can be summed up in one word—**Confidence.** We feel confident that our prices and our goods will please and satisfy you. We court the closest scrutiny, we invite the most rigid comparisons. We ask that you go to your local dealer to examine his stock and get his prices, for we will then know that you will go home with the extreme satisfaction of feeling convinced that you have received the most for your money from the People's Outfitting Co. We do not feel satisfied until our customers do.

5% THE ONLY DISCOUNT: **Whether your order be for $5 or $1,000, the only discount we can allow for cash in full with order is five (5) per cent.** from the prices quoted in our catalogue. This is the only concession we possibly can make, representing as it does, the mere cost of handling a mail-order credit account. In the city, our customers always pay the same prices for goods on the cash basis as those who take advantage of our liberal terms of credit, and positively, this is the first and only discount from our regular prices we have ever allowed. Our margin of profit is already so low that to allow more than a discount of five per cent. for cash would be doing business at a practical loss to us, besides impairing our ability to give the greatest satisfaction to our customers. By actual comparison you will find that our prices for goods on credit are lower than others ask for **Cash,** for a similar grade of goods, and when we allow you an additional five per cent. for cash-in-full, you are positively getting better goods at much lower prices, with freight charges added, than can be obtained from anyone anywhere at any time.

Special to Dealers

We wish to make the announcement that we are ready to supply the local dealer or country merchant with limited orders at the regular catalogue prices, less five (5) per cent. discount for cash within thirty (30) days. In justice to our rapidly growing retail trade, that vast army of mail-order buyers who actually need the credit, we cannot extend to you the same terms of credit but must insist upon a settlement within 30 days from date of the original order. Our prices are so low that you will find them in hundreds of cases below that of the manufacturers' and jobbers' regular prices, and we guarantee to save you money on any purchase made from us, even with the freight charges added. Make out your order and send it to us. We will then let you know if we can fill all or part of the order. Wide-awake local dealers and country merchants will not fail to take advantage of hundreds of our genuine money-saving bargains at less than cost prices, but as this catalogue is gotten up primarily for the benefit of our out-of-town retail customers, we shall be compelled to limit the size of the orders from regular dealers.

OUR COMMERCIAL STANDING

As to our reliability, we refer you either to Dun's or Bradstreet's commercial agencies, or the First National Bank of Detroit, **and** in writing to them, be sure to inclose a 2c stamp for reply.

GOLD $500000 GUARANTEE

GOLD GUARANTEE

ISSUED BY

THE PEOPLE'S OUTFITTING CO.

We hereby certify and guarantee that the merchandise sold to

Mr. _____

is thoroughly first class and reliable in every respect.

We guarantee that the workmanship is perfect in every detail, the material used in its construction to be of superior grade, and the price to be the verylowest that we can consistently ask for such high quality goods.

We guarantee safe delivery to any part of the world, and in case of damage in transit, we bind ourselves to make reparation to the holder of this guarantee, immediately upon receipt of the freight bill bearing freight agent's notation of damages.

We guarantee to refund money on any purchase which may not meet with complete approval after examination in the home of purchaser. This "Gold Guarantee" is backed up by $5,000 in Gold deposited with the First National Bank of Detroit as surety and warranty that all the promises of this guarantee will be lived up to, to the letter and spirit of the law.

Attested:

NOTARY SEAL PUBLIC WAYNE COUNTY, MICH.

Given under my hand and seal this ____ *day of* _____

A.D. _____

(Signed) L. Winsman *President.*

GOLD $500000 GUARANTEE

GOLD $500000 GUARANTEE

Department Of Upholstered Furniture

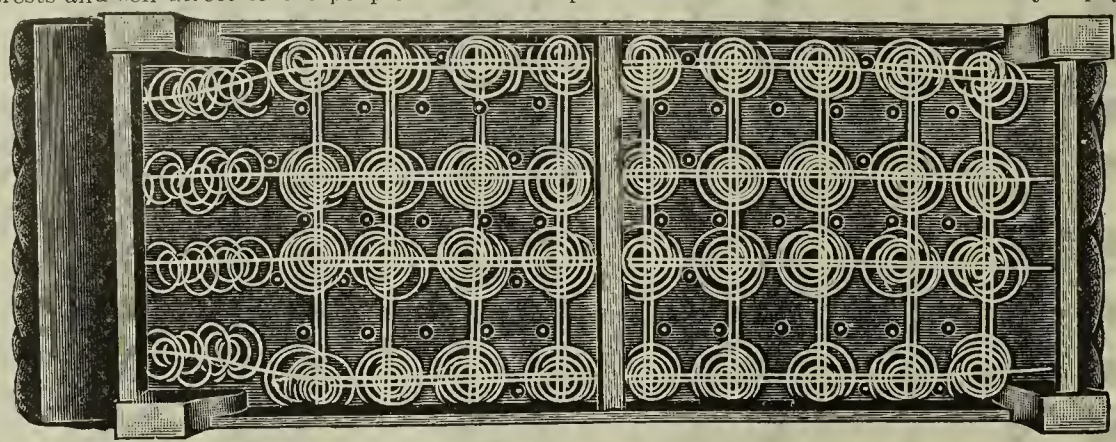
Couches, Bed Lounges, Divan Couches, Bed Couches, Bed Davenports, Parlor Suites, Parlor Chairs, Leather Rockers, Morris Chairs, Turkish Rockers, Etc.

Experts admit that Gold Medal Brand upholstered furniture well deserves the first prize which it holds to-day. The Gold Medal was awarded to us because every detail of construction in our goods is found perfect: because the parts hidden from view are just as well made as the parts that show, and because the splendid materials used throughout are the kind that give thorough satisfaction and excite the admiration of all. There's a vast difference between Gold Medal Brand upholstered furniture and the shoddy imitations that are offered by those who vainly attempt to compete with us in price.

What Makes Our Prices Low Michigan is the great furniture State—no one disputes that—and Detroit is its Metropolis. There's hardly a mail-order house or dealer anywhere that doesn't come here to buy. We conduct the largest furniture mail-order business in the world besides our immense factory interests and sell direct to the people at the same prices that we sell to dealers. It's easy to pay the People's way.

Construction

We absolutely guarantee our steel spring construction to be the best applied to the making of upholstered furniture. Each spring used is thoroughly tested for strength and tension so that it will have the required "springiness" or "give" which has so much to do with comfort. The springs



used in our open steel construction are cone shaped, drawn from the best high carbon steel wire obtainable, firmly fastened to the supporting iron bands, and on top interlaced with each other by strong wires, thereby doing away with any chance of a spring getting loose and weakening the construction.

Styles and Grades of Material for Our Upholstered Goods

Fancy Figured Velour has a soft, velvety effect, but has far greater wearing qualities than velvet, being of a heavier and higher weave. The body colors of the cloth are dark red or myrtle green, and the artistic colorings are printed into the body of the cloth by a special process, which makes a very handsome as well as lasting design.

Corduroy is a high piled fabric woven in parallel ridges or block effects instead of the plain surface, such as velvet or velour has. It comes in the same colors as the latter, but it is a heavier grade of goods, and is recommended for constant daily usage. It never fails to give satisfaction.

Plain Cut Velour A recently invented covering for upholstering that has been found to possess great wearing qualities, as well as exceptional beauty. The body of the cloth is of the prevailing dark red or myrtle green shades, and has what may be termed an embossed effect. The body of the cloth is first woven in fancy figure effects, and into this is woven a raised figure effect, making in all a beautiful cloth. As in plush, it has a raised nap with a Terry effect background.

English Verona One of the most luxurious coverings for furniture is English Verona. It has a very rich appearance and is used in covering the higher grades of upholstered furniture. Has a long nap like the finest plush, with a rich raised figure design. It is a very heavy cloth and sure to please. This is the highest grade cloth covering, but it will prove the least expensive in the long run, as it will outlast all the others.

Silk Damask Universally used for covering parlor suites, fancy chairs and rockers. It is a very stylish fabric and at the same time very serviceable. It is woven from pure silk and linen, the latter forming the back only. The silk used is dyed before being woven, thereby insuring a non-fading color. The ground work is usually a solid color, and the floral effects are woven in vari-colored silks. It is a difficult matter to describe the colors, and the customer is asked to indicate one of the general colors: deep red, olive green and light brown.

Crushed Plush A strictly high grade fabric. Has a silky nap which adds wonderfully to its fine appearance. Very rich and exceedingly serviceable. After the cloth is woven the entire piece is crushed, which brings out the handsome shaded effects. Comes in green, red or blue colors.

Car Plush So named from the fact that it is generally used for covering railroad car seats and is naturally a great wear and tear resister. It is a very heavy fabric, and comes in deep red or myrtle green colors.

Silk Plush A very rich fabric, one used in upholstering high grade parlor furniture. It is very soft and smooth and, as its name indicates, pure silk enters into its composition. It has good wearing qualities.

Brocatelle Outside of the leather coverings, brocatelle is the most expensive of the fabrics. The reason is, it possesses the beauty of a finely woven, vari-colored, richly designed cloth, and at the same time it is so strong and tough that it wears like leather; in fact, its wearing quality is almost equal to leather. In texture it resembles tapestry, and it is adorned with slightly raised figures upon a solid-color back-ground.

Chase Leather The best substitute for genuine leather, which it closely resembles. It will not crack, peel or wear rough, and in wearing quality is really superior to leather, unless the latter is the real No. 1. For these reasons we recommend Chase leather as a covering for furniture that must stand hard wear, in case the purchaser does not care to pay the price of genuine No. 1 leather. Boston leather is not quite so expensive but very similar to Chase leather.

Genuine Leather The genuine leather used in covering our upholstered furniture is the real guaranteed No. 1 and no other. It is hand-buffed No. 1, not No. 2 or No. 3. It has always been the policy of the People's to offer only the best grade of goods, and as there is no better covering material in the world than our No. 1 genuine hand-buffed leather, you may be sure of getting it every time it is ordered. We will cheerfully refund the money and pay the freight charges both ways if this is proven otherwise than as represented.

About the Colors Be sure to state color of upholstering desired. We can furnish any standard color. Red and Green are the best colors in Velours, Corduroy, and Verona coverings, and the colors universally desired.

Quality We guarantee every piece of upholstered furniture that leaves our warehouses. Our aim is to supply not only the very latest styles and designs, but also to supply goods that we are certain you will find perfect in construction. The highest grade of wood, the finest steel and the best upholstering material are other points of superiority in our furniture. In other words, quality is our first and last consideration. You may readily see that while you may be offered upholstered goods elsewhere that resemble somewhat in design the merchandise we sell and probably at the same prices, the same degree of quality cannot possibly be furnished because the various features of the superior construction of our couches, davenports, lounges, Morris chairs, etc., are fully covered by patents, and while other dealers may imitate our designs in detail, you cannot obtain from them such exceptionally fine merchandise at anywhere near our prices.

Our Enormous Stock We carry the very largest and most complete stock of all kinds of upholstered furniture, of any concern on earth. Our stock is three times as large as any general mail-order house that sells "everything under the sun." We sell home furnishings only.

The designs of our upholstered furniture are the latest and most artistic creations from the world's biggest and best factories.

Each season finds us with a complete new stock. No "left-over" goods ever remain in this establishment. We sell our merchandise so quickly that you can depend upon getting from us the very newest and most up-to-date goods at any time of the year.

Save 25 to 45% Bearing in mind the superior construction of our upholstered furniture, by a thorough and close comparison you will find that our prices are from 25 to 45 per cent. lower than those of any other dealer. Mind you, cheaper pieces might be offered you, but they must be cheap—cheap price—cheap construction—cheap upholstering—cheap wood—cheap finish.

Even the designs, though copied after our celebrated "Gold Medal Brand" styles, will be cheap imitations. The unusually low prices at which we are able to offer our upholstered goods are evidence of our powerful purchasing force that causes wise manufacturers to give us respectful attention when we approach them with propositions to take their factories' entire out-put for many seasons. Think what this means! Think of having a sure market for all your products—no worry, no salesmen, no commissions, no salaries, no middlemen or jobbers to cater to. Is it any wonder that we are able to obtain the greatest concessions in the way of low cost price? Thus it is that we are able to offer our goods to you at the same prices that other dealers must pay at the factory; in other words, we offer you goods at the wholesale price.

Our Guarantee We hereby guarantee each and every article in the department of upholstered furniture to be absolutely perfect, to be just as represented, and to be the greatest money value in the world. We bind ourselves to refund your first payment and all freight charges you may have paid on any purchase that does not prove satisfactory. We give you the privilege of taking the article purchased into your home and thoroughly examining it to your entire satisfaction before considering the sale closed. In making this unusual free trial offer we want you to remember that we do not feel that we are taking any chances whatever. We have supreme confidence in our goods and know that any purchase will please and delight you.

BIGGEST COUCH BARGAIN ON EARTH

Real $15.00 Value, Special Price $8.95

CREDIT TERMS: $1.50 Cash; 75c Monthly

Free Trial

We prove our claims to selling the best goods for the least money, by sending everything on 30 days approval.

This Is Our Grand Special No. 7G-500

This sensational offer of a real **$15.00** Couch for **$8.95** is the most remarkable on record. Don't fail to order one at once. Read description below.

We Guarantee the price and quality of this splendid Couch, and we agree to take it back if you do not find it to be a much better value than can be purchased anywhere else in the world at anything like our low price. Knowing well that it will please you, we feel absolutely safe to let you have it on free trial, subject to your approval. This Couch is made with the latest and best guaranteed steel construction, and is equal in every way to the best Couch you could buy anywhere else for **$15.00**, yet our price is only **$8.95.**

The Frame measures 6 feet long and 26 inches wide and is made of especially selected solid oak, richly carved, finished golden. Has massive claw feet, fitted with best quality casters.

Interior Construction is positively best on the market, and is so constructed that the Couch will keep its shape perfectly and last for years and years. It cannot sag down in center, a common fault with the couches of other make. It is equipped with our warranted highly tempered steel spring construction. The filling is of the very best grade, unsurpassed for elasticity, cleanliness and durability.

The Upholstering is fancy Velour, in the very latest and prettiest effects. There are four rows of deep tufts, carefully and evenly overlaid and securely fastened with our warranted two-prong steel tufting buttons, which are passed through the covering, filling and canvas, and are clinched on the bottom. This positively prevents them from pulling out. Shipping weight, 100 pounds.

7G-500 Upholstered in Fancy Figured Velour. Our Reduced Price **$8.95**
Terms: $1.25 cash; 75c a month.

7G-508 Upholstered in Corduroy. Our Reduced Price **$9.45**
Terms: $1.50 cash; 75c a month.

7G-509 Upholstered in Plain Cut Velour. Our Reduced Price **$9.95**
Terms: $1.50 cash; 75c a month.

PRICE GREATLY REDUCED ON THIS LUXURIOUS, MASSIVE

"COMFORT" LEATHER COUCH

We will ship you this beautiful couch for $1.50 CASH
The balance—$9.75—is payable 75c a month

Put this magnificent Leather Couch in a class with those offered elsewhere for $25 to $40 (depending upon whether you buy it in Chase or in Genuine No. 1 leather). You will then know just what to expect when you order this beautiful couch upon our easy terms of **$1.50 cash and 75c a month for the balance.**

PRICE OF THIS COUCH Reduced to $11.25

THIS IS A GENUINE $20.00 VALUE.

DETAILED DESCRIPTION:

The frame is made of select, thoroughly seasoned hardwood with a thick veneer of highly figured quarter-sawed oak, finished in a rich shade of golden. In the construction, we use the very best coil steel springs absolutely guaranteed for durability and comfort. Steel bands and steel wires firmly secure each spring to the general construction. Heavy duck canvas cover the springs on which is placed the deep filling of fine tow and thick hair top. The covering is then put on and the upholstering made perfect by seven rows of deep biscuit tufting, each tuft secured by patent double prong steel tufting buttons. Upholstering is best quality Chase leather, or number 1 genuine leather. Shipping weight, 100 pounds.

OUR REDUCED PRICES

7F-401. Chase Leather Couch. Our Reduced price..... **$11.25**
Terms: $1.50 cash; 75c a month

7F-402. No. 1 Genuine Leather Couch. Our Reduced Price **$25.25**
Terms: $3.50 cash; $1.75 a month

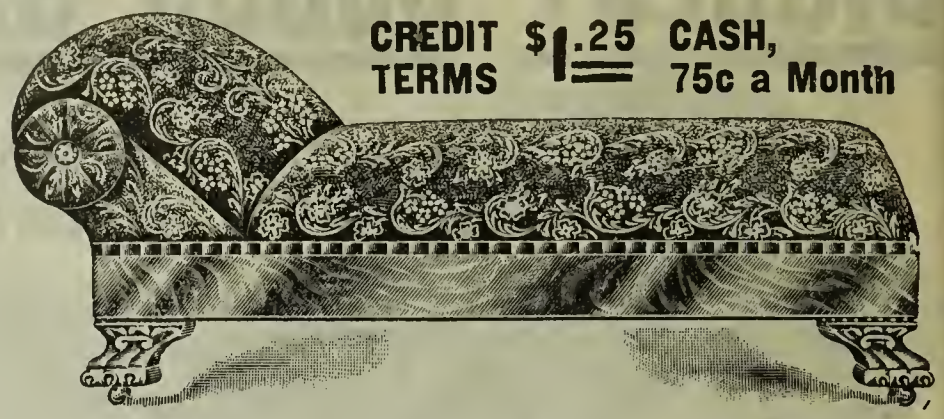
Our Guarantee We Will Take Back Any Couch That Does Not Prove Satisfactory

SEND US TO-DAY 75c FOR THIS FINE COUCH

The frame work of this couch is constructed in a durable manner of select hard wood, with rich golden oak finish. It is 26 inches wide and 72 inches long. This couch is equipped with securely tied, oil tempered steel springs, covered with heavy burlap, filling is good grade tow with cotton top. Sides, head and legs are beautifully embossed and the upholstering is green or red fancy figured velour, corduroy or plain cut velour. Indicate choice and color wanted. While this positively is the best couch that can be purchased for the money it would be advisable to invest a few more dollars for one of our guaranteed all steel spring construction couches, described on this and succeeding pages. Shipping weight, 70 pounds.

7F-350. Our reduced price, Upholstered in Fancy Figured Velour.....$4.75
7F-351. Our reduced price, Upholstered in Corduroy..... 5.25
7F-352. Our reduced price, Upholstered in Plain Cut Velour..... 5.75

CREDIT TERMS $1.25 CASH, 75c a Month



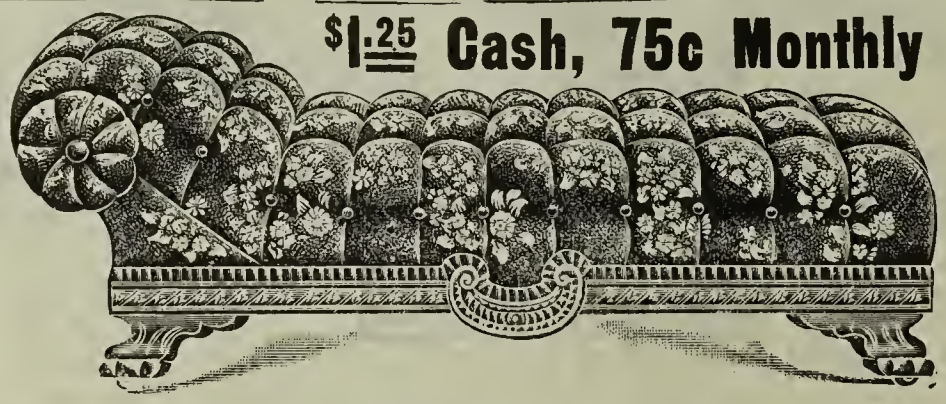
Solid Oak Frame Rich Velour Couch, beautiful polish finish. Has set of 19 oil tempered steel springs of great elasticity, covered with heavy duck canvas; good quality tow and cotton top filling. Couch measures 75 inches in length, and 26 inches in width, and has richly carved claw feet and elegant rosette headpiece. It is upholstered in a good grade of fancy figured velour, corduroy, or plain cut velour, in red or green coloring, and up-to-date patterns. Shipping weight, 80 pounds.

7G-510 Upholstered in Fancy Figured Velour.....$7.45
7G-511 Upholstered in Corduroy..... 7.85
7G-512 Upholstered in Plain Cut Velour..... 8.25

$1.25 Cash, 75c Monthly

We guarantee this richly upholstered "Fashion" couch to be the equal of those commonly sold at $14 to $20 by other dealers. To prove to you that what we say is true we will ship this couch to you upon receipt of the first payment, and if you do not find it to be just as represented we will refund your first payment and besides pay the freight charges both ways. This fine couch has our warranted all-steel spring construction, fully patented, and acknowledged to be the best in the world.

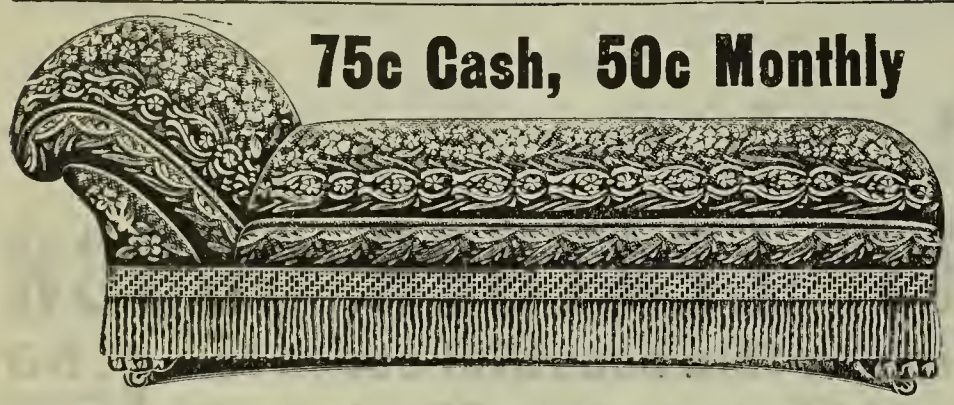
Size: 27 inches wide by 74 inches long. 24 springs in body; 4 springs in head; Spring edge; heavy duck canvas over springs, finest tow with cotton top filling.



Beautifully Carved Solid Oak Frame, Finest Grade Velour Upholstering. All springs securely fastened and interwoven. Splendidly tufted, each tuft being securely held in place by our special tufting buttons and superior construction. Coverings are listed below in green or red. Indicate choice of covering and state color wanted Give correct catalogue number. Shipping weight, 80 pounds.

7G-504. Upholstered in Fancy Figured Velour.....$ 8.95
7G-505. Upholstered in Corduroy..... 9.35
7G-506. Upholstered in Plain Cut Velour..... 9.75
7G-507. Upholstered in Finest Verona..... 10.25

75c Cash, 50c Monthly



This is an exceptional value in a plain top, 26x72 inch hardwood Couch. It is of a reliable construction, and rich in appearance. Has a fringe covered frame fitted with a set of oil tempered steel springs, which are securely hand-tied and covered with extra heavy grade of burlap, far superior to cheap, shoddy canvas supplied in ordinary couches. Has massive claw feet fitted with best grade casters. Upholstered in fancy figured velour, corduroy or plain cut velour in red or green colors. Be sure to state the style and color of upholstereing desired. This is a very serviceable couch and is guaranteed to out-live in usefulness couches sold by your local dealer at ¼ over our reduced price. Shipping weight, 65 pounds.

7F-353. Our price, Upholstered in Fancy Figured Velour.....$5.70
7F-354. Our price, Upholstered in Corduroy..... 6.20
7F-355. Our price, Upholstered in Plain Cut Velour..... 6.60

Only $1.50 CASH FOR THIS Great Couch

Here is a magnificent "Fashion" Couch. Size, 27x72 inches. It has met the requirements of thousands of our customers. In this, as well as couches of the most expensive grade, we offer a line equipped with the very latest improved patents such as our open steel spring construction, insuring a lasting couch as well as one of the most hygienic. Upholstered in 7 rows of deep tufting, each tuft having our patent double prong button: 28 springs covered with the best quality heavy duck canvas; filling of best quality tow, with cotton felt top. Has massive, richly finished finished veneer quarter sawed oak frame, me. Has claw feet equipped with best quality casters. Shipping weight, 85 pounds.

7F-366. Upholstered in Fancy Figured Velour..... $9.35
7F-367. Upholstered in Corduroy..... 9.85
7F-368. Upholstered in Plain Cut Velour..... 10.25
7F-369. Upholstered in Finest English Verona..... 10.75

SEND US $1.00 FOR THIS BEAUTIFUL COUCH

In this we offer at a price that defies competition a 26x72-inch Couch, with heavy duck canvas over springs and fine tow with cotton top filling. Has a deep frame fitted with highly elastic, oil tempered steel hand-tied springs(15 in body and 4 in head, 19 in all) extra well made throughout. and mounted on heavy claw feet. The handsomely shaped head slopes gently forward, making this, in all, a couch of the greatest comfort and durability. Upholstered in fancy figured velour, corduroy or plain cut velour, in red or green coloring. Please indicate your choice. A wonderful bargain opportunity. Shipping weight, 70 pounds.

7F-356. Our price, Upholstered in Fancy Figured Velour.....$6.45
7F-357. Our price, Upholstered in Corduroy..... 6.95
7F-358. Our price, Upholstered in Plain Cut Velour..... 7.35

THIS HANDSOME COUCH WILL BE SHIPPED TO YOU UPON RECEIPT OF $1.50

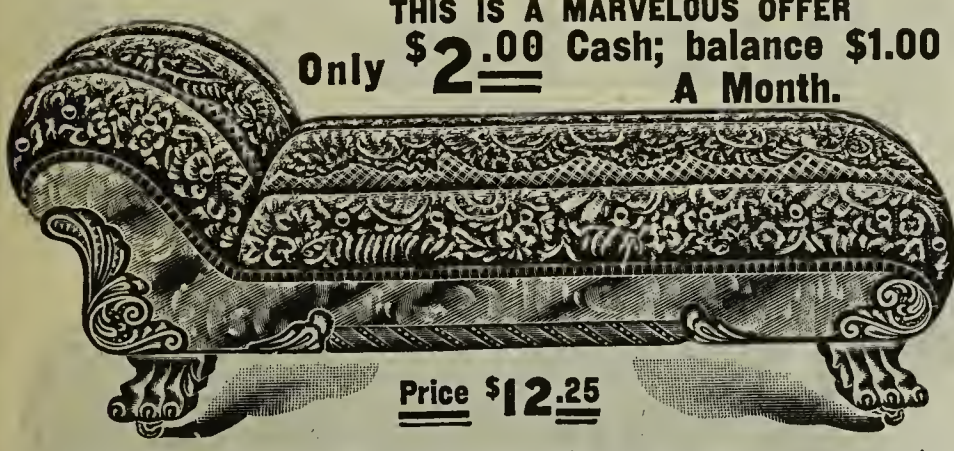
This richly upholstered full spring "Fashion" couch is listed at positively ¼ less than a couch of the same grade can be purchased from your local dealer. A special deal with the manufacturer puts us in a position to make this one of the greatest couch bargains ever advertised. Has 8 rows of deep biscuit tufting. It measures 74 inches in length and 27 inches in width. The frame is made of quarter-sawed oak, veneered, finished golden, and ornamented with pretty carving. Has claw feet—equipped with best quality casters; guaranteed full steel spring construction composed of 28 springs, covered with heavy duck canvas. Filling, fine tow covered with felted cotton. Top covering of very select material in the styles indicated below, which includes underneath the head as well as body of couch. Shipping weight, 80 pounds.

7F-370 Upholstered in Fancy Figured Velour.....$ 9.80
7F-371. Upholstered in Corduroy..... 10.30
7F-372 Upholstered in Plain Cut Velour..... 10.70
7F-373. Upholstered in Fine English Verona..... 11.20

Order with the Assurance that We Guarantee Satisfaction or your Money Back

This decidedly handsome, large size Couch will please the most particular. Its very appearance spells "Comfort." It is massive and solid in construction, with very deep tufting and full spring-edge, making a most desirable article, and well worth a third more than we are asking. The frame of this couch is 30x75 inches, made of quarter-sawed Golden Oak, richly carved, and mounted on massive claw feet. The upholstering consists of 6 rows of deep tufting, fitted with our patent double-prong steel tufting buttons. Spring construction of best interwoven all-steel springs, 30 in number, covered with high grade duck canvas. The filling is fine tow, with cotton top. Same quality underneath head as top cover. Remember, this couch is not to be classed with those sold elsewhere at our price. Shipping weight, 95 pounds.

7F-374. Upholstered in Fancy Figured Velour($1.50 cash, 75c month) **$10.95**
7F-375. Upholstered in Corduroy ($1.50 cash, 75c monthly)..... **11.45**
7F-376. Upholstered in Finest English Verona.($2.00 cash, $1 monthly) **12.35**
7F-377. Upholstered in Rich Crushed Plush ($2.25 cash, $1 monthly).. **15.05**



An artistically designed, full-size "comfort" Couch, built in a manner to give generations of constant service, which we offer at a fraction of the real value. The style and construction of this couch is exceptionally fine, and the framework is made of the choicest quartered oak, with a rich golden finish. Equipped with our guaranteed steel spring construction; full spring edge; heavy duck canvas covering the entire 30 springs; filled with the finest quality clean, germ-free tow and felted cotton top. The couch herewith illustrated shows one with a plain top and imperial roll edge; but, (it also can be furnished in 8 rows of biscuit tufting at same price) equipped with our guaranteed not-to-pull-out tufting buttons. The part underneath the head is covered with the same quality goods as the top, and comes in red or green coloring. The purchaser should be sure to indicate choice. Dimensions of couch,, 27 inches wide by 75 inches long. A few moments' examination will show this couch at our figure, to be a genuine bargain. Shipping weight, 100 pounds.

7F-378. Upholstered in Fancy Figured Velour($2.00 cash, $1 monthly) **$12.25**
7F-379. Upholstered in Corduroy ($2.00 cash, $1 monthly)..... **12.75**
7F-380. Upholstered in English Verona ($2.00 cash, $1 monthly **13.65**
7F-381. Upholstered in Crushed Plush ($2.50 cash, $1 monthly) **16.95**

In this high-grade Couch we offer the greatest bargain in the world. In fact, this couch stands unsurpassed, not only for comfort, but for cleanliness, as it is built with our open-bottom construction, which affords easy access to its innermost parts for cleaning and dusting. Size, 30 by 78 inches. The upholstering consists of eight rows of biscuit tufting, (plain top with Imperial Roll-Edge at same price if desired), filled with finest tow with cotton top. It has guaranteed full-steel spring construction and spring edge; 37 springs covered with heavy canvas. There is no "piecing" in the covering of this couch, same material being used throughout, from the foot over the entire length of the couch, over the head, and even underneath the head. The frame is quarter-sawed oak, of handsome design, richly carved, and finished golden. Shipping weight, 105 pounds.

7F-382. Upholstered in Fancy Figured Velour ($2.00 cash, $1 monthly) **$13.95**
7F-383. Upholstered in Corduroy ($2.00 cash, $1 monthly) **14.45**
7F-384. Upholstered in English Verona ($2.25 cash, $1 monthly) **15.35**
7F-385. Upholstered in Crushed Plush ($2.75 cash, $1.25 monthly).... **18.85**

An absolutely first class Couch built of the choicest wood and metal, by the most skilled American mechanics. It is a marvel in constructive strength and extreme comfort, and the price is as low as we can make it without incurring a loss, Here we have a large sized, 30x78-inch, spring edge couch, the body of which is equipped with 28 springs, and head with nine more, making a full steel spring construction of 37 of the very best springs on the market. Has a massive, quarter-sawed oak veneered frame, finished in a rich golden polish, beautifully ornamented with carving, particularly so at the head. Has heavy claw feet equipped with finest grade casters; clean tow and elastic cotton top filling. This couch has same goods underneath head as the top cover, a feature found only in high grade couches. Upholstered in 8 rows of deep tufting, fitted with our double prong steel tufting buttons. In addition to the three grades of coverings our low priced couches are supplied in, the purchaser here has a fourth choice,—English Verona. When ordering be sure to state color and style of covering desired. An article of rare merit at a sacrifice. Shipping weight, 110 pounds.

7F-386. Upholstered in Fancy Figured Velour ($2.00 cash, $1 monthly) **$14.45**
7F-387. Upholstered in Corduroy($2.00 cash, $1 monthly)..... **14.95**
7F-388. Upholstered in English Verona ($2.25 cash, $1 monthly)..... **15.85**
7F-389. Upholstered in Crushed Plush($2.75 cash, $1.25 monthly **19.25**

This massive "Comfort" Couch is one of our latest and greatest creations. We guarantee this couch for five years as its past good record in thousands of homes has proved to us that we can safely do so. The frame is massively made of thoroughly seasoned quarter-sawed oak, highly polished to show all the beauty of the grain. Beautiful carving adorns the head and sides of this frame, which is mounted on heavy claw feet, with best casters. There are 28 coil springs in the body, and 9 in the head, each spring of the best tempered spiral steel. Filling is fine tow. Heavy duck canvas over springs and elastic cotton top next to upholstering fabric. The size of this elegant couch is 30x73 inches, and it is upholstered with eight rows of deep tufts, as shown in the illustration, all tufting being done in the finest and most lasting manner. Be sure to mention material and coloring desired—either red or green. Shipping weight, 115 pounds.

7F-390. Upholstered in Fancy Figured Velour ($2.25 cash, $1 monthly)**$16.25**
7F-391. Upholstered in Corduroy ($2.50 cash, $1 monthly) **16.75**
7F-392. Upholstered in English Verona ($2.50 cash. $1 monthly) **17.65**
7F-393. Upholstered in Crushed Plush ($3.00 cash, $1.50 monthly **21.50**

Note the magnificence of this high-grade Couch. It is in a class entirely by itself, as its artistic design, everlasting construction, and great comfort qualities, make it a model for all couch makers. As to the price, we assure you that this is the greatest bargain of all the bargains in our couch department. In this case we have made the highest priced number the cheapest of all—considering the wonderful quality of this couch. If you take early advantage of this opportunity, it will be your gain. This couch has 9 extra heavy large King springs in the head and 28 in the body, a greater number than in any other couch on the market except those sold at enormous prices. Fine grade, heavy canvas covers the springs, which are secured by a patent process, insuring the greatest "springiness" comfort and indestructibility. It is upholstered in the latest style plain top, with an imperial roll edge. The frame is quarter-sawed oak, highly polished and carved in the richest Fashion design. Size, 30 by 80 inches. Shipping weight, 120 pounds.

7F-394. Upholstered in Fancy Figured Velour($3.00 cash, $1.50 month)**$22.50**
7F-395. Upholstered in Corduroy ($3.50 cash, $1.75 monthly)..... **23.00**
7F-396. Upholstered in English Verona ($3.50 cash, $1.75 monthly).. **23.90**
7F-397. Upholstered in Crushed Plush ($3.75 cash, $1.75 monthly)... **27.50**

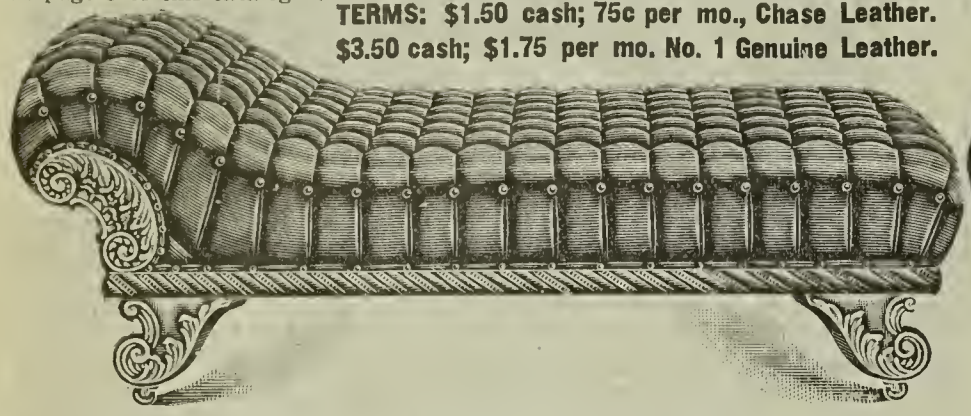
$9.95 "FASHION" LEATHER COUCHES $39.50

AT $9.95 TO $39.50 WE SHOW THE GREATEST BARGAINS EVER CATALOGUED. We ship any Couch on approval and guarantee a return of Your Money if You are not satisfied with the purchase.

ON ACCOUNT of our liberal easy-way-to-pay credit system we furnish more homes with beautiful genuine and chase leather couches than any other house furnishing concern in the country. People realize that a cheap couch is dear at any price and that it is no hardship to purchase one of our high grade "Fashion" Couches, for we ship them upon receipt of a small first payment and permit our customers the use of them in their homes while paying for the balance in easy monthly installments. See our table of easy payments on page 5 of this catalogue.

FREIGHT CHARGES. Compared to what you save on any single purchase from this page, the matter of freight charges should not be considered. A point to be considered is this: The freight charge on our best couch is about the same as that on our cheapest, whereas the saving you effect on the best couch is far greater. It will therefore be a splendid idea to order one of our higher numbers as it will be the best investment. We say "investment" because money saved is money gained and the more you save the better is the investment.

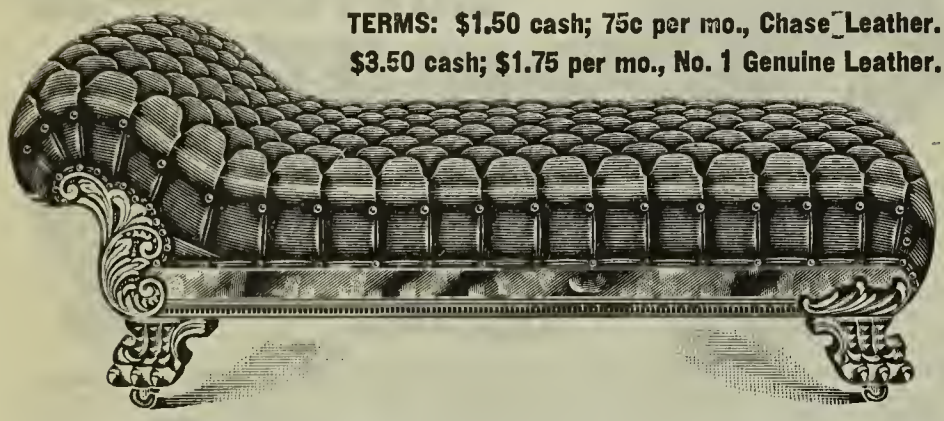
TERMS: $1.50 cash; 75c per mo., Chase Leather.
$3.50 cash; $1.75 per mo. No. 1 Genuine Leather.



This is one of the season's best offerings in a full spring edge "Fashion" Couch upholstered in Chase Leather or a Genuine No. 1 Hand Buffed Leather. It is upholstered in 8 rows of biscuit tufting with our warranted double prong steel tufting buttons, securely clamped on the inside so that they will stay. Has our guaranteed open steel spring construction, composed of 28 springs which are covered with a heavy grade of duck canvas. Has select tow with an elastic cotton top filling; fine hardwood frame finished in rich golden oak; beautifully carved sides and claw feet, mounted on extra quality casters. This couch measures 27x74 inches and its shipping weight is 85 pounds.

7F-403. Upholstered in Chase Leather ..... $ 9.95
7F-404. Upholstered in No. 1 Genuine Leather 23.95

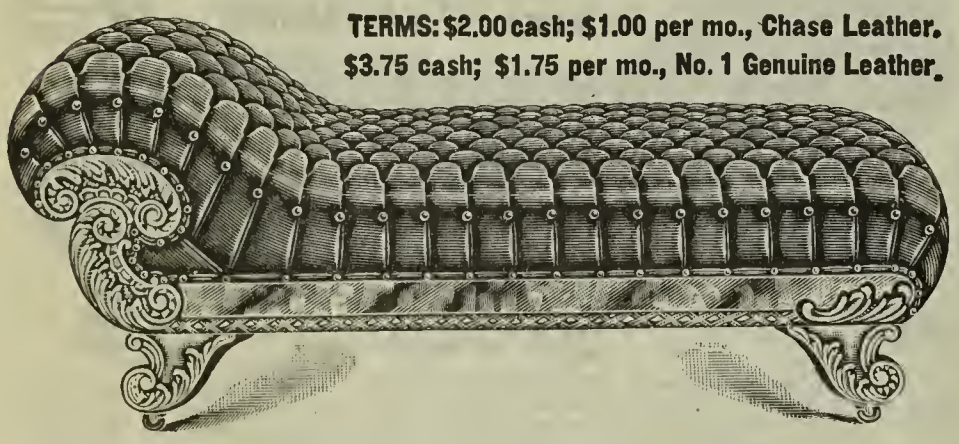
TERMS: $1.50 cash; 75c per mo., Chase Leather.
$3.50 cash; $1.75 per mo., No. 1 Genuine Leather.



To fully appreciate this "Fashion" Leather Couch you must see it. To give you an opportunity of examining this couch to your heart's content, we will ship it to you with the understanding that you may take it home from the station before considering the sale closed, and that if not found satisfactory it is to be returned to us. We will refund your first payment and all freight expenses if you don't want it. It has a beautifully polished quarter-sawed oak veneered frame. The upholstering is in 8 rows of diamond tufting, each tuft held securely in place by our patented non-pullout buttons. Has a warranted full steel spring construction and the springs to the number of 28 are covered with the finest grade heavy duck canvas. Long, washed hair is used for filling purposes in the genuine leather couches, and those covered with Chase Leather receive an extra quality tow with a cotton and hair top filling. Best quality casters finish the equipment. Size, 27x73 inches. Shipping weight, 80 pounds.

7F-405. Upholstered in Chase Leather $11.85
7F-406. Upholstered in No. 1 Genuine Leather 25.25

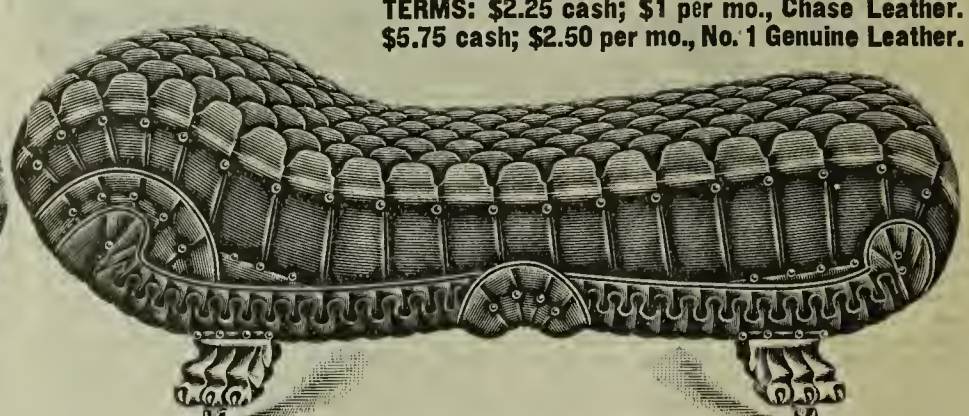
TERMS: $2.00 cash; $1.00 per mo., Chase Leather.
$3.75 cash; $1.75 per mo., No. 1 Genuine Leather.



We offer you this splendid leather covered full spring edge "Fashion" Couch for the price of an ordinary one. Think of it! For $12.95 we offer you this solid oak couch covered with Chase Leather. For this small sum and on our Easy-Way-to-Pay Credit plan we offer you an article that cannot be excelled for comfort by anything on the market. We invite comparisons. Its size is 30x74 inches. Has a quarter-sawed oak frame, golden finish; steel spring construction, with full spring edge, heavy duck canvas covering the springs which number 30. Upholstering consists of 8 rows of small diamond tufts, with our patent steel tufting buttons. This is a striking example of the universally accepted fact, that, "you can always do better at the People's Outfitting Co." Shipping weight, 90 pounds.

7F-407. Upholstered in Chase Leather $12.95
7F-408. Upholstered in No. 1 Genuine Leather 26.85

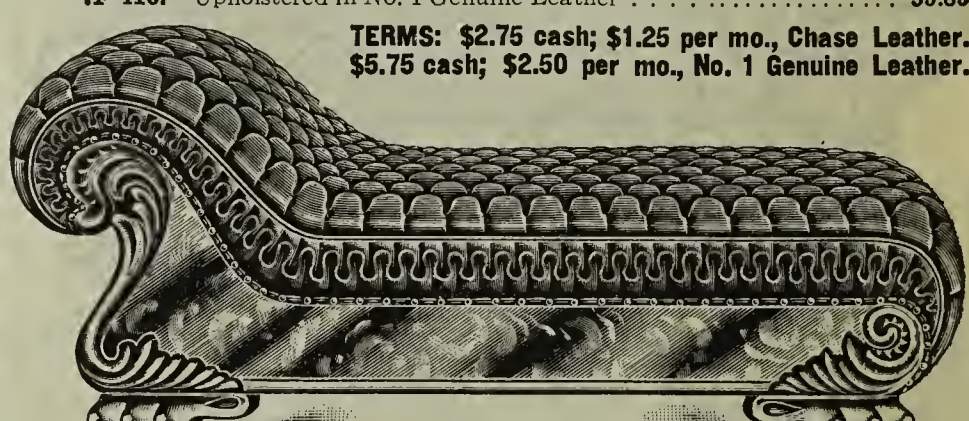
TERMS: $2.25 cash; $1 per mo., Chase Leather.
$5.75 cash; $2.50 per mo., No. 1 Genuine Leather.



Beauty, comfort, durability and low price—All are combined in the highest degree in this splendid spring edge "Fashion" Leather Couch. Note the elegance of this magnificent couch with its tufted leather sides. Beautifully carved oak claw feet. Has 28 double coil steel springs in the body and 9 in the head, making 37 in all; springs covered with heavy duck canvas. In the Chase couches the filling consists of extra fine tow with cotton and hair top; those covered with genuine leather have fillings of long, washed, thoroughly disinfected goat hair, insuring extreme comfort. Upholstered in 8 rows of diamond tufting, which is secured with our patent steel tufting buttons. The couch measures 30x77 inches. A couch of this description was never before sold at so low a figure. Shipping weight, 110 pounds.

7F-409. Upholstered in Chase Leather $15.45
7F-410. Upholstered in No. 1 Genuine Leather 35.85

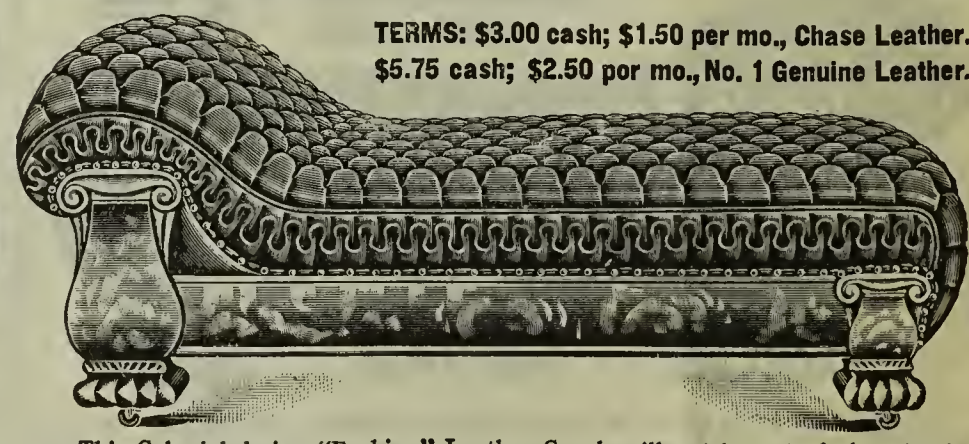
TERMS: $2.75 cash; $1.25 per mo., Chase Leather.
$5.75 cash; $2.50 per mo., No. 1 Genuine Leather.



Rich, well executed hand carving upon a highly polished quartered oak frame, beautiful ruffle, high diamond tufting and a guaranteed construction are the features that make this "Fashion" Couch at the special prices quoted below one of the greatest bargains of the year. It has a full steel spring construction consisting of 37 double coil springs with a heavy canvas covering. Couches covered with Chase leather have a filling of extra quality tow with hair top, and those covered with genuine leather have a filling of long, washed and thoroughly disinfected goat hair. It is upholstered in 8 rows of diamond tufts, each tuft held securely in place by our warranted steel double prong tufting buttons. It has a beautiful ruffled edge and a handsomely carved head. It measures 80 inches long and 30 inches wide. Remember, that it's easy to pay the people's way and that a couch like this in your home will add a degree of attractiveness impossible to estimate. Shipping weight, 140 pounds.

7F-411. Upholstered in Chase Leather $19.75
7F-412. Upholstered in No. 1 Genuine Leather 38.50

TERMS: $3.00 cash; $1.50 per mo., Chase Leather.
$5.75 cash; $2.50 por mo., No. 1 Genuine Leather.



This Colonial design "Fashion" Leather Couch will not be out of place in the most elegantly furnished home. It is a real couch of magnificent proportions, exquisite design and remarkably fine construction. Note the handsome Grecian column supporting the head, also the deep leather ruffle all around the edge. This beautiful feature must be seen to be fully appreciated. It has a massive quarter-sawed oak frame, highly polished so that the rich flaky grain shows to the best advantage. It has a steel spring construction consisting of 37 perfectly tempered tested steel springs covered with the best quality heavy duck canvas. It has a full spring edge and the upholstering consists of 8 rows of diamond tufting, each tuft held securely in place with our warranted double prong steel tufting buttons. It measures 78 inches in length and 30 inches in width. Best quality casters furnished. Shipping weight, 160 pounds.

7F-413. Upholstered in Chase Leather $22.50
7F-414. Upholstered in No. 1 Genuine Leather 39.50

$1995 Department Of Davenports $3250

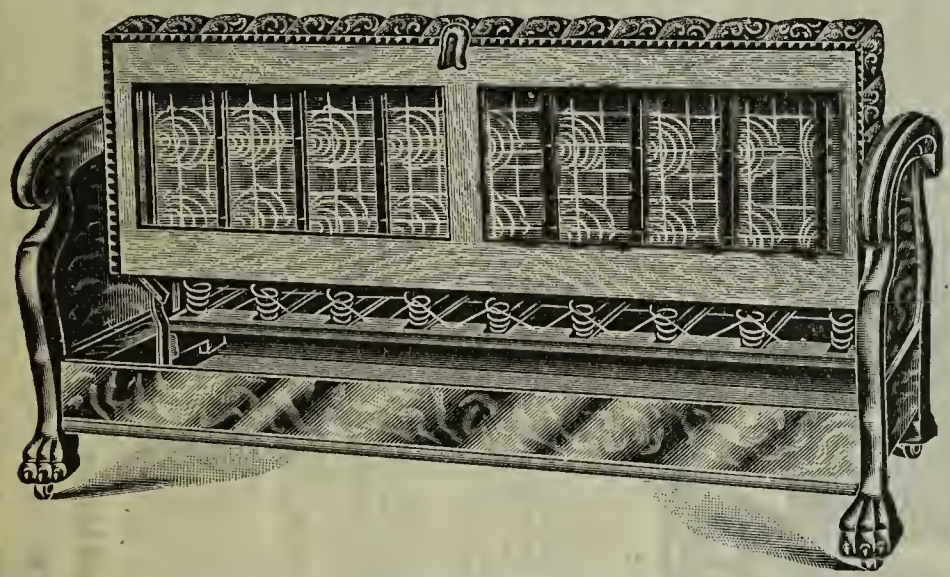
THE FAMOUS "Gold Medal Brand" WITH THE IMPROVED SIMPLIFIED CONSTRUCTION

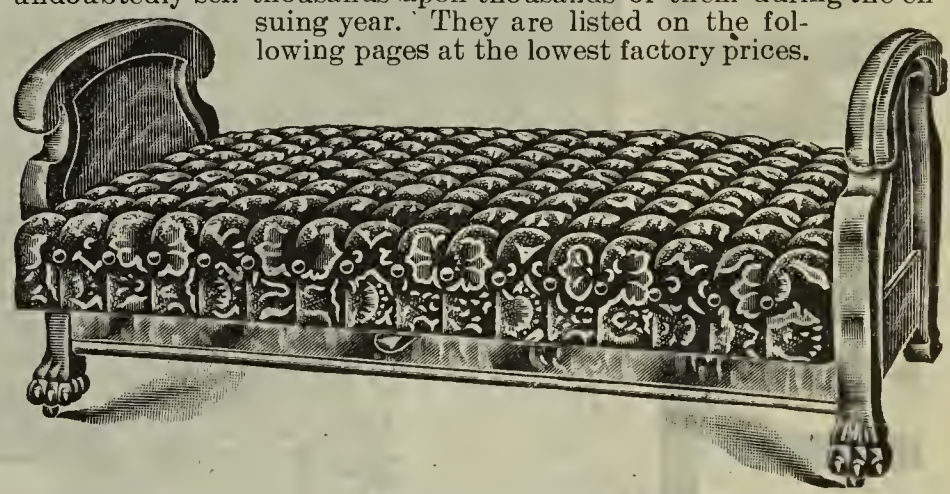
We herewith present to the public of this country our new line of magnificent Gold Medal Brand Davenports, representing a most wonderful, new and improved system of high grade construction.

Giant strides in the manufacture of Gold Medal Brand Davenports have recently been made—remarkable improvements and alterations effected in manufacturing processes. New designs and new creations representing a combination of quality, beauty and sturdy construction have been perfected, the equal of which have never before been approached. Look at the magnificent, richly upholstered Davenports illustrated and described on the following pages—read the descriptions and study the remarkable, new construction and you will be quickly and firmly convinced that these wonderfully improved and exceptionally well made, beautiful Davenports are by far the most sensational values ever offered.

Here Are Some "Reasons Why"

In contracting the exclusive agency for the famous line of Gold Medal Brand Davenports we agreed to dispose of the entire output of these goods from the big factory. To sell so many, we realize that even though they are far superior to any others on the market, they must be offered in competition with the cheap grades sold by so many mail-order houses. We are determined therefore to place these magnificent Davenports in the homes of our customers at as low or even lower prices than is generally paid for common grades. By making them up in enormous quantities we save considerably in the cost of manufacture; and with improved machinery and equipment we are turning out these luxurious Davenport Bed Sofas at minimum cost. We will undoubtedly sell thousands upon thousands of them during the ensuing year. They are listed on the following pages at the lowest factory prices.





The Above Illustration Shows The Improved Interior Construction

A most important point to be taken into consideration when buying a Davenport is the interior construction. Upon this point depends the life of the Davenport. With the improved Sanitary construction of the new Gold Medal Brand Davenports their wearing quality is practically doubled. The upholstering throughout is supported by special spring construction and braced with steel. A net work of oil tempered, spiral steel springs gives elasticity and permanency to the upholstering. Heavy duck canvas is placed over the springs. Above the canvas comes the soft deep tow with cotton top filling, and upon this the heavy rich covering is thoroughly tufted. The tufting is even and perfect and each tuft is held permanently in place by the double pronged steel tufting buttons.

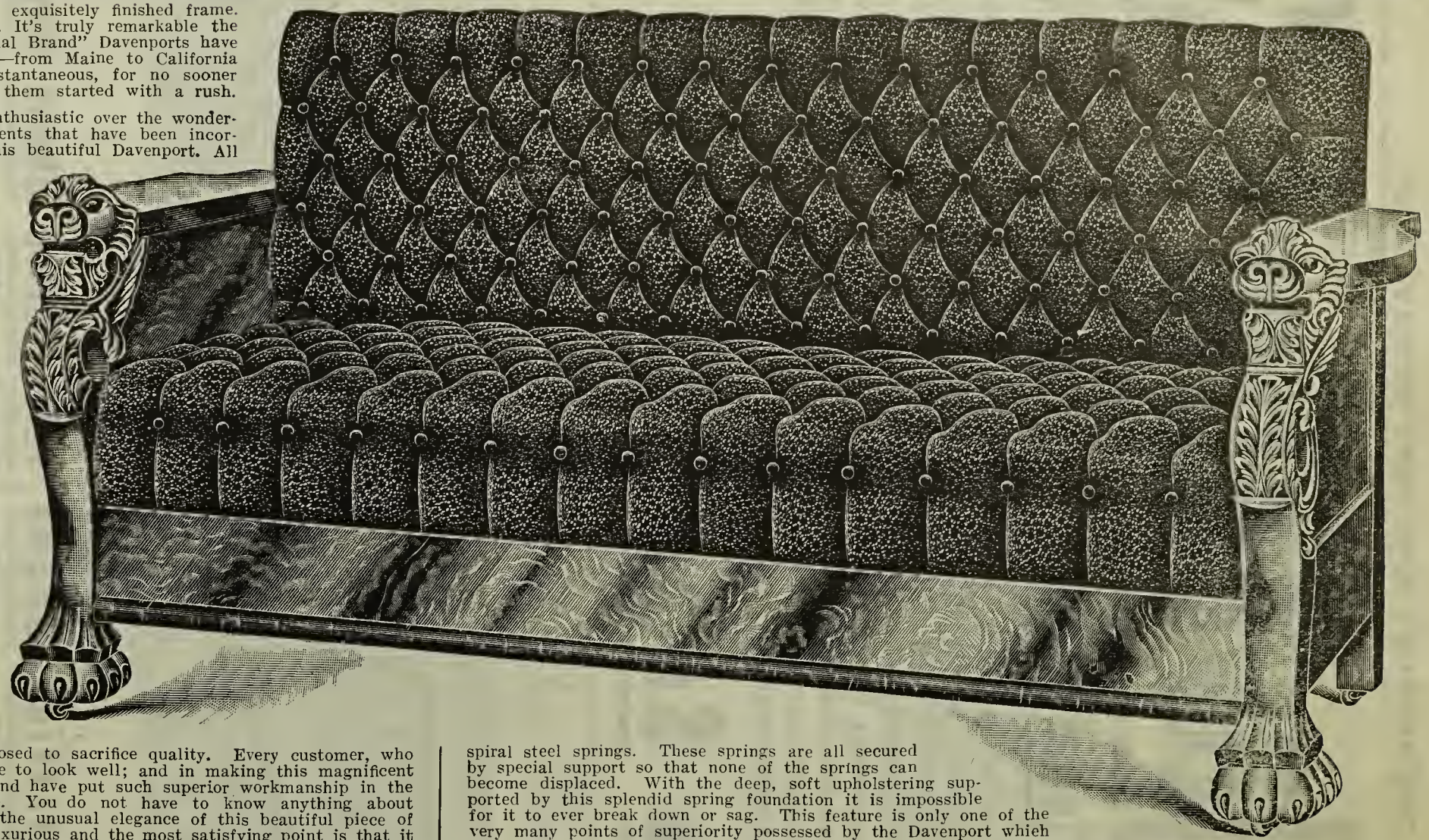
For Storing Bedding. A compartment beneath seat is provided for the storage of bed clothes. The frames throughout represent the finest cabinet work, and the choice woods show to wonderful advantage the beautiful wavy grain and flake through the clear, rich finish. A beautiful polish is given to the wood work and with the luxurious upholstery the completed Davenports present a most elegant appearance. There is something distinctive about Gold Medal Brand furniture—a touch of style and elegance not possessed by other makes. This is the kind of furniture people want, and now that we are able to supply it at even less cost than you would have to pay elsewhere for undesirable goods, we feel confident of your continued patronage.

This Picture Shows How Davenport Looks When Open as a Bed

The new improved patent device for instantly transforming these Davenports into full size beds is pronounced by experts to be by far the simplest and best in use. All that is necessary to do is to raise the seat up until the ratchets click. As the seat raises the back lowers itself simultaneously and automatically. The seat is then lowered and you have a full size bed. To reverse this operation, that is, to transform the bed into a Davenport again, simply raise the seat until ratchets click, then bear down on seat and the back will raise into position, the seat automatically lowering itself. There are no strings to pull and when the two changes are made there is no pushing and pulling in order to get every part in its proper position. A child of ten years can operate one of our Gold Medal Brand Davenports with ease. When made into a bed, as shown in the illustration above, you have a full head and foot end bed, same as any regular bed. No home is complete without one of these Davenports, for even when not in use as a bed its roomy wardrobe may be used for storage purposes, and nothing about its makeup as a Davenport would indicate that it could be used as a bed. It is a large, luxuriously upholstered Sofa which can at a moment's notice be transformed into a full size comfortable bed. It serves a double purpose most admirably and is a most popular article of furniture. You take no chances when you order the famous Gold Medal Brand kind and you get with it our double binding guarantee.

Automatic Bed Davenport

No. 8L-176. Beautiful quarter-sawed oak, richly carved and exquisitely finished frame. Luxurious upholstering. The new kind that everybody wants.. It's truly remarkable the way these magnificent, massive, new style, genuine "Gold Medal Brand" Davenports have been selling. The orders are coming in from every direction—from Maine to California and from Minnesota to the Gulf. Their popularity was instantaneous, for no sooner had we offered this davenport for sale, than the demand for them started with a rush.



Why Everybody Wants One

People get enthusiastic over the wonderful improvements that have been incorporated in this beautiful Davenport. All of the clumsiness of other makes is obviated in the chaste design—the perfect proportions and the attractive symmetry are marked features that compel admiration. And the new and simplified patent opening and closing mechanism does away with a common objection, because even a child can operate it. Anybody can change it from a Davenport into a Bed and back again. It's the simplest thing in the world, and the strongest and safest device made. It's utterly impossible for anything to get out of order on this new model Davenport. People recognize at once the superior quality and the unusual value represented in this magnificent article at the sensationally low price of only.....

$28.95

EASY CREDIT TERMS

Correct Methods of Construction

We have safely guarded against premature wearing-out by using the highest grade of materials not only on the outside, but on the interior construction as well. We could easily offer you a Davenport at a lower price if we were disposed to sacrifice quality. Every customer, who wants a Davenport at all wants one that will last and continue to look well; and in making this magnificent article we have selected the choicest material for every part and have put such superior workmanship in the construction that the finished product is indeed a masterpiece. You do not have to know anything about furniture in order to discern the remarkably high quality and the unusual elegance of this beautiful piece of furniture. The rich, deep, soft, resilient upholstering is truly luxurious and the most satisfying point is that it is so thoroughly good and well made that it will permanently stay the way it is when you get it new. It will withstand long, constant wear and continue to be a handsome ornament as well as a most useful and comfortable piece of furniture in any room.

Detailed Description

The most practical article you could have in your house is this rich Davenport—it is useful both day and night, for it can be used either as a sofa or as a bed. It's easy to instantly convert this Davenport into a bed simply by raising the seat. By so doing the back is automatically lowered to a horizontal position and you have a full size bed. The Compartment underneath seat is simply for the storage of bedding. This Davenport is full size, measuring 72 inches long between the arms; and 46 inches wide when open as a bed.

The Frame

is made of choicest solid quarter-sawed oak thoroughly sun and air seasoned, and kiln dried. The oak used in making these Davenports is selected, the beautifully grained pieces being used where they show off to great advantage. The attractive, wavy flake of the oak is enhanced by the rich golden finish, and the high polish reflects the lights and shadows to a wonderfully pleasing degree. If you prefer mahogany finish to that of oak please mention it on your order. We can supply this Davenport with the frame made of beautiful Northern Birch with elegant mahogany finish the same as you see on the finest pianos. The price is exactly the same whether you order quarter-sawed oak or mahogany. Be sure to state on your order which you want.

The Upholstery

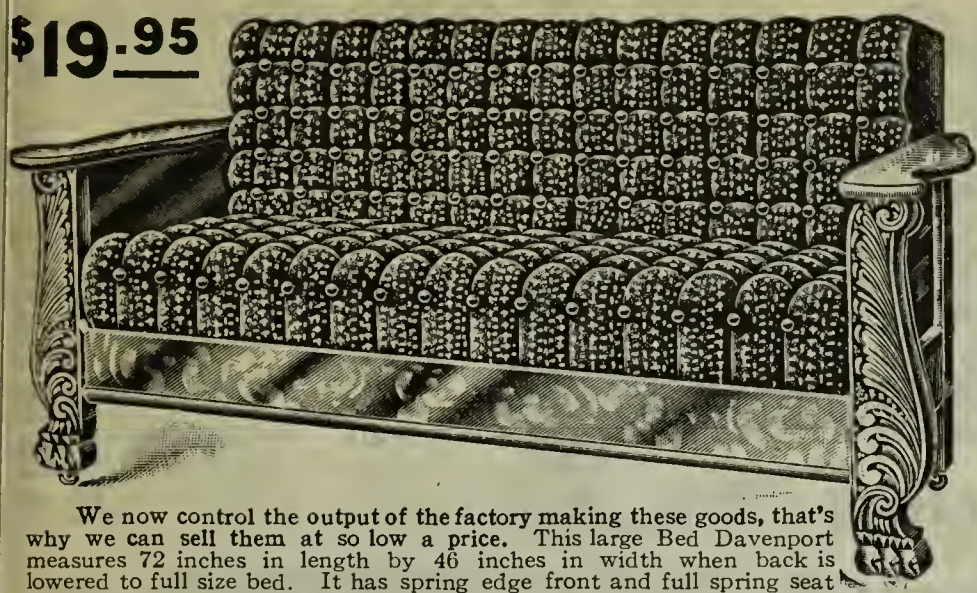
Great care has been taken in the construction of the upholstering to make it extraordinarily serviceable and the very highest grade of filling material is used. Under the deeply tufted cushions is found a full set of spiral steel springs. These springs are all secured by special support so that none of the springs can become displaced. With the deep, soft upholstering supported by this splendid spring foundation it is impossible for it to ever break down or sag. This feature is only one of the very many points of superiority possessed by the Davenport which is beautifully illustrated and described on this page.

Your Choice of Covering

By referring to the prices given at the bottom of this page you will see that we can furnish this magnificent Davenport with Velour Corduroy, Plain Cut Velour, English Verona, or with Chase Leather covering material. You can take your choice of these beautiful coverings, any one of which will be found extremely rich in appearance and serviceable in quality. **Velour** makes a very serviceable covering, especially so in the fine grade we use. The fancy figured pattern is extremely pretty with either dark red or myrtle green background. Always mention color wanted. **Corduroy** of the superior quality we furnish on this Davenport makes a rich durable covering for the upholstering and will be sure to please you. **Plain Cut Velour** is a beautiful cloth with raised figures and raised nap—extremely stylish and very popular; it is a good wearing fabric. **English Verona** is a luxurious covering. This cloth has a long nap like the finest plush with a rich raised figure design. **Chase Leather** of the heavy grade like that used on this Davenport makes a covering that cannot be surpassed even by hide leather. This Chase Leather is more flexible than hide leather and is used in preference to it especially in extra high grade goods like this Davenport made to sell at a popular price. It is rich looking, black and glossy and will wear like iron. Each style of covering offered is the very best of its kind, and is sure to give perfect satisfaction.

Upholstering - -	Fancy Figured Velour	Corduroy	Plain Cut Velour	English Verona	Chase Leather
Price - - - -	$28.95	$29.95	$30.85	$31.50	$32.65
Terms - - - -	$4.50 Cash; $2 a Mo.	$4.50 Cash; $2 a Mo.	$5 Cash; $2.50 a Mo.	$5 Cash; $2.50 a Mo.	$5 Cash; $2.50 a Mo.

$19.95



We now control the output of the factory making these goods, that's why we can sell them at so low a price. This large Bed Davenport measures 72 inches in length by 46 inches in width when back is lowered to full size bed. It has spring edge front and full spring seat and back containing 49 springs securely tied. The large wardrobe underneath seat, the deeply tufted top and back, the filling of fine tow with cotton top, the double prong steel tufting buttons used, the beautifully designed and handsomely finished solid oak frame combine to make this unquestionably the finest and most substantial combination Bed Davenport ever offered at the price. Shipping weight, 200 pounds.

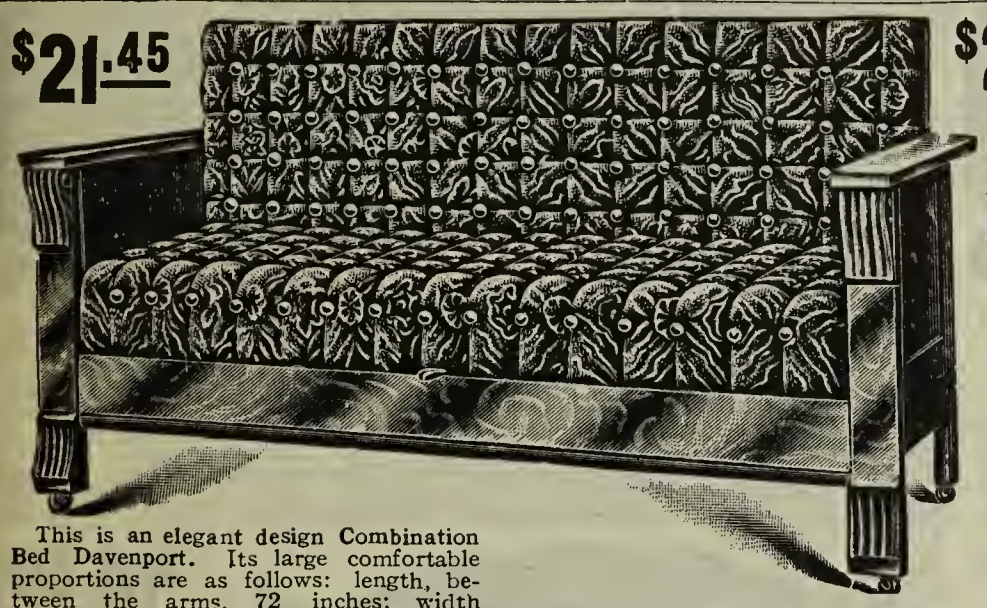
8F-146.	Upholstered in Fancy Figured Velour. Price Reduced to	$19.95
8F-147.	Upholstered in Corduroy. Reduced to	20.45
8F-148.	Upholstered in Plain Cut Velour. Reduced to	20.95
8F-149.	Upholstered in English Verona. Reduced to	22.45
8F-150.	Upholstered in Chase Leather. Reduced to	22.95

$23.00

This massive Bed Davenport is 72 in. long between the arms and 46 in. wide when back is lowered to a full size bed. Spring edge front and top of back. Full oil tempered steel spring construction in both seat and back containing in all 49 springs. Heavy duck canvas over the springs. Ruffle front and top of back. Deeply tufted. Double prong steel tufting buttons. Fine tow with heavy cotton top filling. Spacious wardrobe underneath seat. The heavy front posts and arms as well as panel and front of box are veneered with beautifully figured quarter-sawed oak veneer, finished in golden oak hand polish finish. Also furnished in genuine mahogany veneer, with piano polish finish. Shipping weight, 215 pounds.

8F-161.	Upholstered in Fancy Figured Velour. Price Reduced to	$23.00
8F-162.	Upholstered in Corduroy. Reduced to	23.50
8F-163.	Upholstered in Plain Cut Velour. Reduced to	24.00
8F-164.	Upholstered in English Verona. Reduced to	25.50
8F-165.	Upholstered in Chase Leather. Reduced to	26.00

$21.45



This is an elegant design Combination Bed Davenport. Its large comfortable proportions are as follows: length, between the arms, 72 inches; width when back is lowered to a full size bed, 46 inches. This Bed Davenport is made with full spring seat and back and spring edge front and top of back. Has full steel spring construction, containing 49 springs in all; heavy duck canvas over the springs; fine tow with cotton top filling; double prong steel tufting buttons. Deeply tufted. Large wardrobe under seat. Woodwork is of beautifully figured quarter-sawed oak, finished in rich golden. Can be furnished also in mahogany. Shipping weight, 200 pounds.

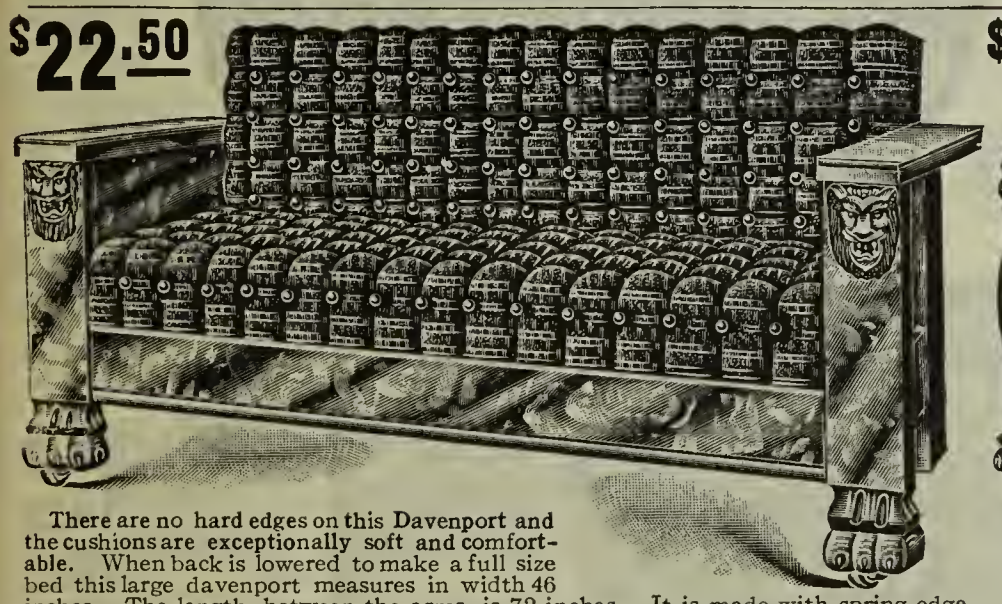
8F-151.	Upholstered in Fancy Figured Velour. Reduced to	$21.45
8F-152.	Upholstered in Corduroy. Reduced to	21.95
8F-153.	Upholstered in Plain Cut Velour. Reduced to	22.45
8F-154.	Upholstered in English Verona. Reduced to	23.95
8F-155.	Upholstered in Chase Leather. Reduced to	24.45

$25.50

High art design, superior Combination Bed Davenport, heavy frame, carved claw feet. As a davenport it measures 23 inches wide by 72 inches long; opened for use as a bed it is 46 inches wide and 72 inches long. Full spring edge front and back, containing 48 springs in all. Heavy duck canvas over the springs. Ruffle front and top of back. Deeply tufted. Fine tow with cotton top filling. Large wardrobe underneath seat. Frame is made of select stock, the front and panels and arms being made of most beautifully figured quarter-sawed oak with golden oak polish finish. Also furnished in birch with elegant piano polish mahogany finish. Shipping weight, 200 pounds.

8F-166.	Upholstered in Fancy Figured Velour. Price Reduced to	$25.50
8F-167.	Upholstered in Corduroy. Reduced to	26.00
8F-168.	Upholstered in Plain Cut Velour. Reduced to	26.50
8F-169.	Upholstered in English Verona. Reduced to	27.00
8F-170.	Upholstered in Chase Leather. Reduced to	27.50

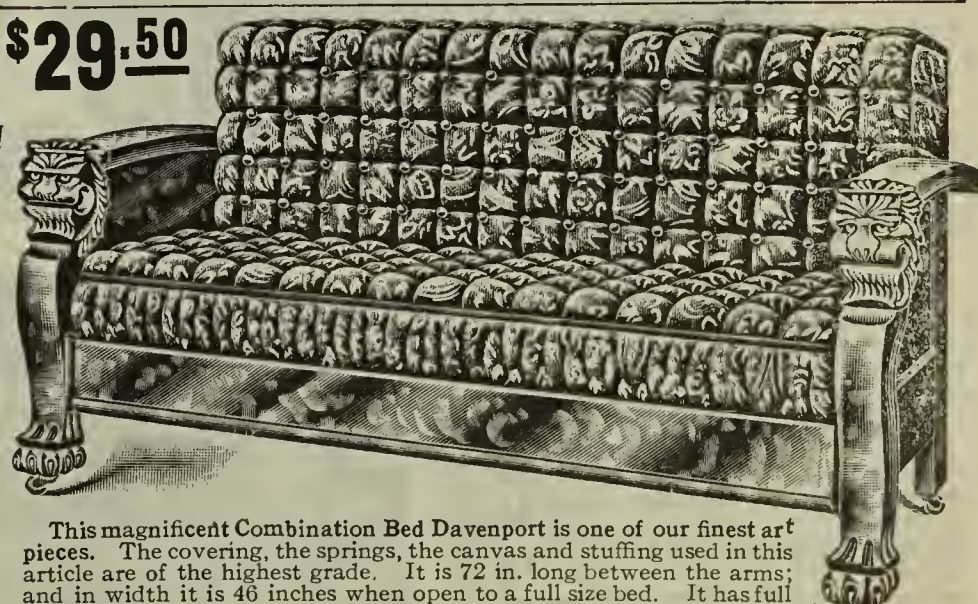
$22.50



There are no hard edges on this Davenport and the cushions are exceptionally soft and comfortable. When back is lowered to make a full size bed this large davenport measures in width 46 inches. The length, between the arms, is 72 inches. It is made with spring edge front and top of back; full steel spring construction, containing in all 48 steel springs; large wardrobe underneath seat; small deep tufts securely fastened by double prong steel tufting buttons; heavy duck canvas over the springs; and fine flax fibre with cotton top filling. The heavy frame is hardwood and the front panels are of selected quarter-sawed oak richly finished in golden. Can also be furnished in birch mahogany. Shipping weight, 200 pounds.

8F-156.	Upholstered in Fancy Figured Velour. Price Reduced to	$22.50
8F-157.	Upholstered in Corduroy. Reduced to	23.00
8F-158.	Upholstered in Plain Cut Velour. Reduced to	23.50
8F-159.	Upholstered in English Verona. Reduced to	25.00
8F-160.	Upholstered in Chase Leather Reduced to	25.50

$29.50



This magnificent Combination Bed Davenport is one of our finest art pieces. The covering, the springs, the canvas and stuffing used in this article are of the highest grade. It is 72 in. long between the arms; and in width it is 46 inches when open to a full size bed. It has full spring edge front and top of back, containing 48 springs in all. Heavy duck canvas over the springs. Ruffle front and top of back. Deeply tufted. Fine tow with cotton top filling. Large wardrobe underneath seat. Made of extra heavy stock throughout; the arms are of cross band veneered, beautifully figured quarter-sawed oak. The heavy roll on front of body is veneered with quarter-sawed oak. Finished in golden oak, hand polished. Shipping weight, 205 pounds.

8F-171.	Upholstered in Fancy Figured Velour. Price Reduced to	$29.50
8F-172.	Upholstered in Corduroy. Reduced to	30.00
8F-173.	Upholstered in Plain Cut Velour. Reduced to	30.50
8F-174.	Upholstered in English Verona. Reduced to	32.00
8F-175.	Upholstered in Chase Leather. Reduced to	32.50

BED Lounges

ANY ONE CAN BE BOUGHT FOR

$1.50 to $2.75

1st Payment and

75c to $1.25 monthly

IT'S EASY TO PAY—THE PEOPLE'S WAY

On Easy Terms

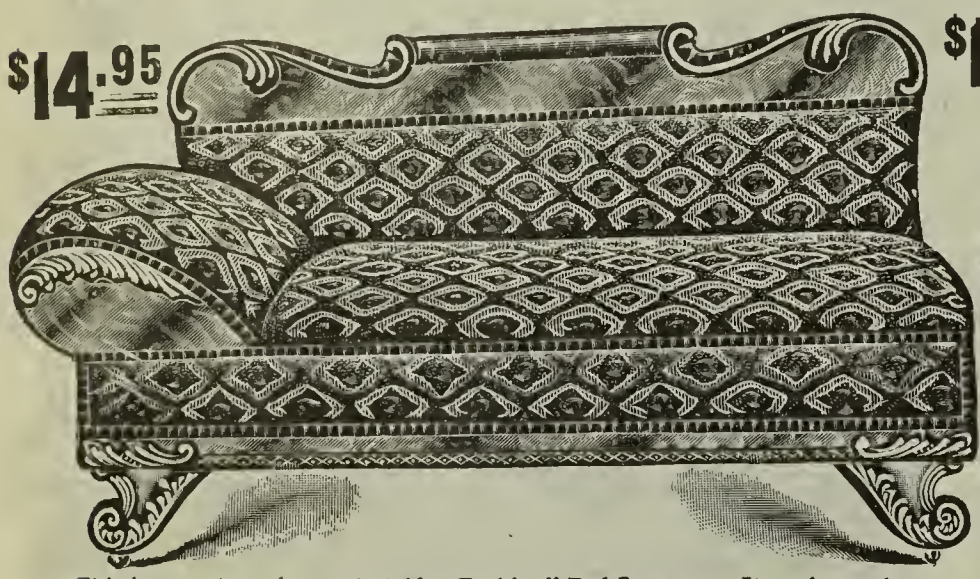
Here is a most desirable "Fashion" Bed Lounge. The frame is made of well seasoned solid oak, and the back of beautifully figured quartered oak, both handsomely embossed and finished in a rich shade of golden. When open it measures 45x72 inches, and with an ample number of coil steel springs, makes a comfortable and roomy bed lounge. Has best grade cotton top filling covered with a good quality ticking. Upholstered in fancy figured velour, corduroy or plain cut velour in myrtle green or red colors. When ordering, indicate choice of covering and color. Shipping weight, 120 pounds.

7F-415. Upholstered in Fancy Figured Velour $11.30

7F-416. Upholstered in Corduroy 11.80

7F-417. Upholstered in Plain Cut Velour 12.30

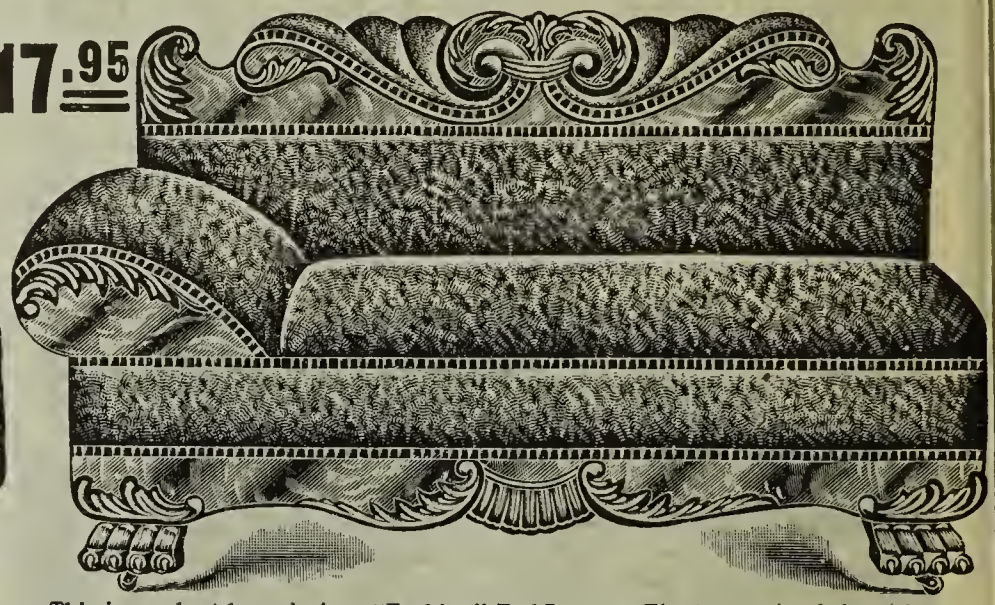
$14.95



This is an extremely comfortable "Fashion" Bed Lounge. It makes a luxurious bed and a handsome couch as well. It opens into a full-sized bed with a measurement of 45x72 inches. This lounge has a woven wire bed springs supported by an ample number of steel coil springs on both sides and center of bed. The woodwork is highly polished, quartered oak. Back, sides and feet are finely carved. Excellent quality casters complete the equipment. Shipping weight, 125 pounds.

7F-418. Upholstered in Fancy Figured Velour. Price reduced to $14.95
7F-419. Upholstered in Corduroy. Price reduced to 15.45
7F-420. Upholstered in Plain Cut Velour. Price reduced to 15.95

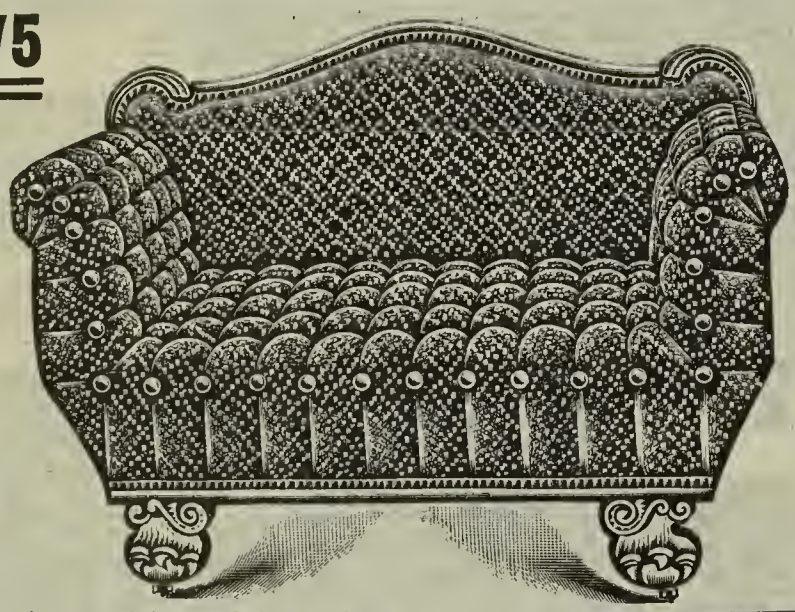
$17.95



This is our best bargain in a "Fashion" Bed Lounge. The lounge is of the uniform 72-inch length with a 50-inch width when open. When closed it measures 26 inches in width and 72 inches in length. Note the beautiful carvings on the back. Has massive claw feet mounted on best quality casters. Its interior is composed of the very best woven wire bed spring with an ample support of oil tempered steel springs; high grade cotton mattress, covered with an exceptional grade of ticking. Shipping weight, 150 pounds.

7F-422. Upholstered in Fancy Figured Velour. Price reduced to $17.95
7F-423. Upholstered in Corduroy. Price reduced to 18.45
7F-424. Upholstered in Plain Cut Velour. Price reduced to 18.95

$13.75



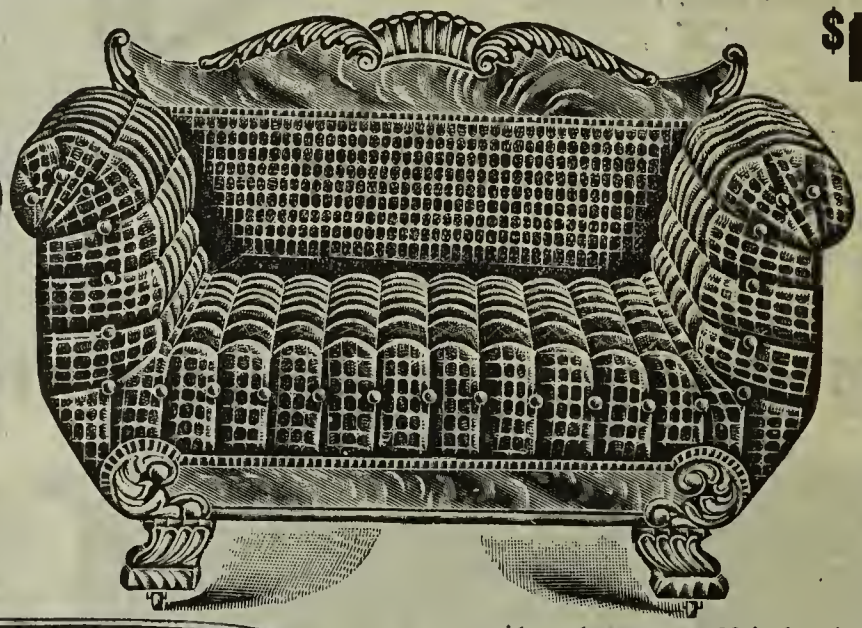
We offer this splendid "Fashion" adjustable Divan Couch at ½ its regular price. It measures 38 inches between the arms, when closed, and when arms are lowered it gives a couch length of 72 inches. It is made with 28 hand-tied springs, and has a filling of fine tow with a cotton top. Upholstered in 5 rows of deep biscuit tufting, and covered with a choice fancy figured velour, corduroy or plain cut velour in the prevailing myrtle green or dark red shades. Please indicate choice of covering and color of same. Shipping weight, 115 pounds.

7F-426. Upholstered in Fancy Figured Velour. Price reduced to $13.75

7F-427. Upholstered in Corduroy. Price reduced to 14.25

7F-428. Upholstered in Plain Cut Velour. Price reduced to 14.75

$14.50



To fully appreciate this great value in a "Fashion" adjustable Divan Couch it must be compared to those sold by others at $20 to $25. The frame is made from choice, figured quarter-sawed oak, nicely finished and polished. It is 23 inches wide and measures 38 inches between arms when they are raised, and 74 inches when lowered. Made with small, deep tufts in 6 rows, each tuft firmly secured by our double prong steel tufting-button. Shipping weight, 120 pounds.

7F-429. Upholstered in Fancy Figured Velour. Price reduced to $14.50

7F-430. Upholstered in Corduroy. Price reduced to 15.00

7F-431. Upholstered in Plain Cut Velour. Price reduced to 15.50

On Easy Terms

Here is a massive beauty in a "Fashion" adjustable Divan Couch. It is one of the best offerings of the season and we heartily recommend it to any one in need of one. This splendid divan is richly upholstered. It can be furnished in Fancy Figured velour; corduroy or plain cut velour. The seat measures 27 inches deep: length of couch when closed 46 inches; length of each arm 13 inches. It has a quartered oak frame, highly polished. It has massive claw feet and is fitted with best quality casters. Shipping weight, 120 pounds.

7F-432. Upholstered in Fancy Figured Velour. Price reduced to $18.50

7F-433. Upholstered in Corduroy. Price reduced to 19.00

7F-434. Upholstered in Plain Cut Velour. Price reduced to 19.50

$10.89 BED COUCHES $16.65

If you are not quite sure in your mind whether you will like one of our bed couches just send for one, examine it at your leisure and then keep it or return it, just as you like. We ship on approval.

IT'S EASY TO PAY $1.50 CASH AND 75c A MONTH FOR THE BALANCE.

This elegant Bed Couch is made to our special order and we see to it, that it is made with special regard to strength and durability. Its large and comfortable dimensions are: 50x72 inches, when open; and 26x72 inches when closed. The heavy frame is hardwood throughout and the legs and mouldings are in beautiful golden finish. Upholstered with best grade fine flax fibre with soft cotton top. It has full spring bed, containing 26 oil tempered steel springs on both sides and center of bed. Cotton top mattress. Shipping weight, 125 pounds.

7F-435. Upholstered in Fancy Figured Velour. Price Reduced to... $10.89
7F-436. Upholstered in Corduroy. Price Reduced to 11.39
7F-437. Upholstered in Plain Cut Velour. Price Reduced to 11.89

We will ship you this fine bed couch in Fancy Figured Velour or Corduroy upon receipt of $2

This Bed Couch will give the fullest measure of satisfaction because of the elegant and lasting materials from which it is made. These couches are made in large quantities to supply our immense trade and are sold to you at regular dealers' wholesale prices. The couch measures, when open, 50x72 inches; when closed 26x72 inches. Quarter-sawed oak frame, golden oak, polish finish. Fine tow with cotton top filling. Woven wire bed supported by steel coil springs both sides and center of bed. Cotton top filling. Made with full spring edges. No other mail order house in America has the facilities for producing couches equal to ours at such low prices. Remember, this bed couch has a woven wire coil spring supported bed. Shipping weight, 135 pounds.

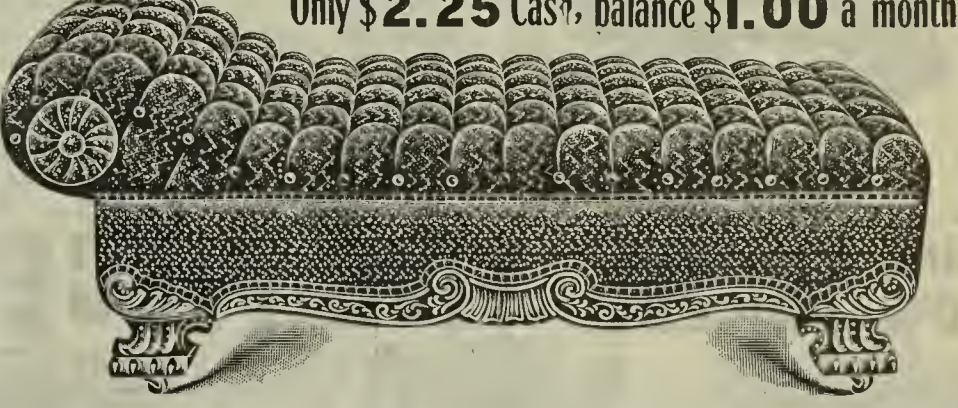
7F-442. Upholstered in Fancy Figured Velour. Price Reduced to $14.95
7F-443. Upholstered in Corduroy. Price Reduced to 15.45
7F-444. Upholstered in Plain Cut Velour. Price Reduced to 15.95

$2. Cash Is All We Ask For This Fine Bed Couch. Balance $1. a month.

This handsome bed couch is of most substantial construction throughout and is a rare value at our price. Size, when open, 50x72 inches. Size, when closed, 26x72 inches.. Hardwood frame, rich golden finish. Full woven wire bed supported by 26 steel coil springs, both sides and center of bed. Cotton top filling.. Filling is of fine tow with cotton top throughout. This couch must not be compared with those that do not contain a woven wire supported by steel coil springs. Many advertised couches have only burlap instead of woven wire; ours contain both. This couch is made with full spring edges. Shipping weight, 130 pounds.

7F-438. Upholstered in Fancy Figured Velour. Price Reduced to..... $12.60
7F-439. Upholstered in Corduroy. Price Reduced to 13.10
7F-440. Upholstered in Plain Cut Velour. Price Reduced to..... 13.60
7F-441. Upholstered in English Verona. Price Reduced to..... 14.95

Only $2.25 Cash, balance $1.00 a month



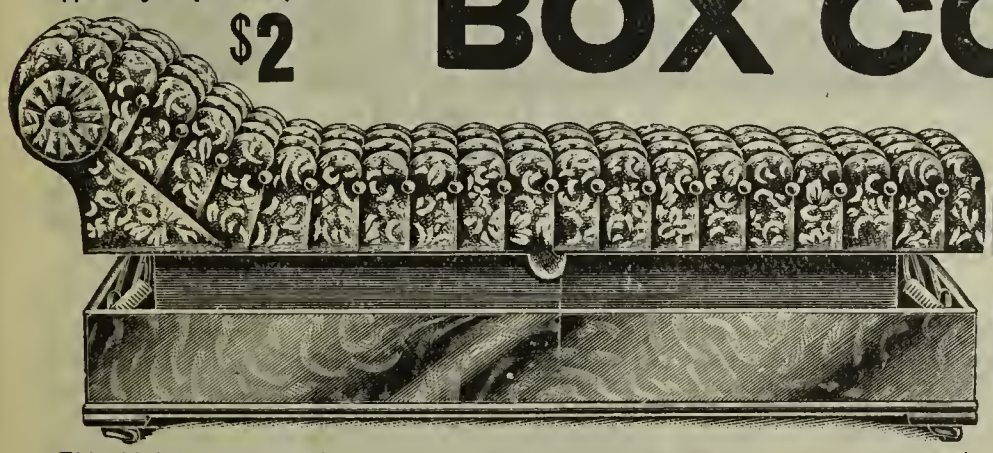
This massive Bed Couch, with its heavy carved claw feet, carved frame and its elegant covering deeply tufted in seven rows of tufts firmly secured by our double steel tufting buttons presents a most handsome and striking appearance. It is as well made as it is beautiful and represents a bargain only to be had from this great furniture headquarters of the people. Couch measures 50x72 inches when open. Size, when closed, 26x72 inches. It has quarter-sawed oak veneered frame richly finished and polished. Fine tow with cotton top filling. Woven wire bed supported by steel coil springs, both sides and center of bed and has full spring edges. Cotton top mattress. Shipping weight, 135 pounds.

7F-445. Upholstered in Fancy Figured Velour. Price Reduced to..... $15.65
7F-446. Upholstered in Corduroy. Price Reduced to..... 16.15
7F-447. Upholstered in Plain Cut Velour. Price Reduced to..... 16.65

BOX COUCHES

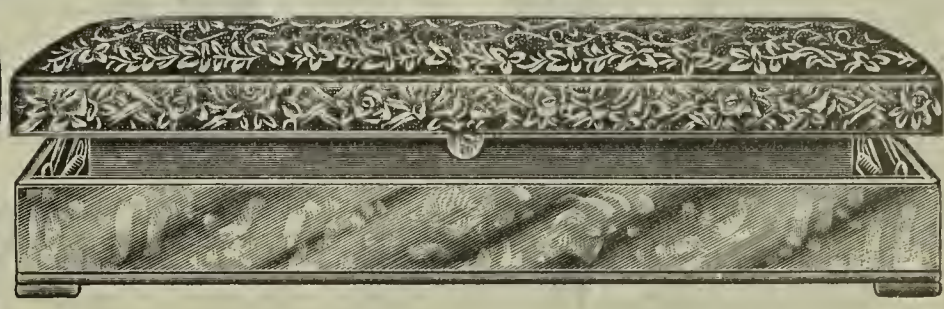
THIS BOX COUCH will be Shipped to you upon receipt of $2

YOU CAN HAVE THIS FINE Box Couch for $1.50 CASH The Balance is 75c a month.



This high grade Box Couch cannot be duplicated elsewhere in America at such a low price as here quoted. We can dictate prices to the largest furniture factories in the country because our trade is of such immense proportions. This couch measures 27 inches wide by 75 inches long. It has a beautifully figured quarter-sawed oak veneered frame richly finished in golden oak. Box is 8 inches deep. Has automatic opener that can be operated by a child and couch opened without moving from wall. Made with 25 hand tied springs securely tied. Seven rows small deep tufts. Double prong steel tufting buttons. Fine tow with cotton top filling. Shipping weight, 130 pounds.

7F-451. Upholstered in Fancy Figured Velour. Price Reduced to.... $13.25
7F-452. Upholstered in Corduroy. Price Reduced to..... 13.75
7F-453. Upholstered in Plain Cut Velour. Price Reduced to..... 14.25



This beautiful art style Box Couch is elegantly finished in quartered oak. It measures 75 inches long by 27 inches wide and has a full set of hand tied springs, securely tied, 28 springs in all. Spring edge. Extra well made throughout. Fine tow with cotton top filling. This couch is equipped with our special automatic opener and can be easily opened by a child without moving couch from wall. It is unnecessary to speak of the great convenience of a box couch and in this one we offer the greatest value for the money of any ever catalogued. Shipping weight, 130 pounds.

7F-448. Upholstered in Fancy Figured Velour. Price Reduced to.... $10.90
7F-449. Upholstered in Corduroy. Price Reduced to..... 11.40
7F-450. Upholstered in Plain Cut Velour. Price Reduced to..... 11.90

A Most Popular "ART STYLE" FIVE PIECE PARLOR SUITE $18.75

EACH PIECE IS FULL SIZE

Sofa measures 45 inches long
22½ inches wide, and
38 inches high

No. 9F-150. Our low price leader in an "Art Style" Five Piece Parlor Suite. Made of well seasoned Birch, finished in dark mahogany with a royal gloss lustre. We offer this splendid Suite, upholstered in American Damask for $18.75, which is as low a price as you dare pay for a Five-Piece parlor suite. Of course, cheaper suites can be purchased, but they are not intended for use and if used will not last more than six months.

This suite is well made and will give good service. Has our guaranteed steel construction, containing a full complement of large oil tempered springs, hand tied and firmly secured. The filling consists of choice, clean wood wool and excelsior, In ordering be sure to specify upholstering wanted and color desired. We recommend this suite upholstered in English Verona. Crushed or Silk Plush. This is the most popular and we guarantee will please you. Shipping weight 150 pounds.

Upholstering..	American Damask	Fancy Fig. Velour	Plain Cut Velour	English Verona	Crushed Plush	Silk Plush	Silk Damask
Price.....	$18.75	$19.75	$20.75	$23.75	$25.60	$26.60	$27.45
Terms.....	$2.75 cash, $1.25 a mo.		$3.00 cash, $1.50 a mo.	$3.50 cash, $1.75 a mo.		$3.75 cash, $1.75 a mo.	

OUR CHOICEST LOW PRICED... FIVE PIECE PARLOR SUITE $19.85

No. 9F-151 This is a well proportioned Parlor Suite and each piece is full size. Sofa measures in inches: length, 45: width, 22½: height 38

At our special, new and reduced price, this artistic "Art Style" Five Piece Parlor Suite, is the most attractive offer of the season. The design is rich in detail of hand carving, fine upholstering, choice wood and high finish. Other dealers sell this suite from $25.00 to $35.00 and consider it a bargain. Our special price speaks for itself.

All materials, as well as workmanship, entering into this suite are first-class. The springs used are large, and especially tempered to resist wear. They are hand tied and interlaced upon a firm foundation. The filling consists of choice wood wool and excelsior, which makes very comfortable and durable chairs and rockers. The wood used is thoroughly seasoned, kiln-dried northern birch, and the finish is rich mahogany with a royal gloss. The carvings are neat and well executed, lending a tone to this suite like the most expensive. Shipping weight 150 pounds.

Upholstering..	American Damask	Fancy Fig. Velour	Plain Cut Velour	English Verona	Crushed Plush	Silk Plush	Silk Damask
Price.....	$19.85	$20.85	$21.85	$24.85	$25.70	$26.70	$27.55
Terms.....	$2.75 cash, $1.25 a mo.		$3.00 cash, $1.50 a mo.	$3.50 cash, $1.75 a mo.		$3.75 cash, $1.75 a mo.	$4.00 cash. $2.00 a mo

"FASHION" FIVE-PIECE PARLOR SUITE, A $27 VALUE REDUCED TO... $21.50

We absolutely guarantee this to be the best suite in the world for the money. Our remarkably low price for this suite is no true indication of its great value. It must be seen to be appreciated.

"FASHION" PARLOR SUITE Artistic outlines, clean cut, well executed hand carvings on all pieces and high grade construction are the features that place this suite in a class with those sold elsewhere at from $30 to $40. Even this far from perfect illustration bespeaks the wonderful bargain that is offered in this high grade "Fashion" suite at $21.50.

YOU MUST SEE this suite for yourself, set up in your parlor to fully appreciate it. You must examine it, feel it, sit upon it. So anxious are we to convince you that this is the greatest parlor suite in the world for the money that we are willing to ship it to you for examination before considering the sale closed.

THIS IS OUR FREE TRIAL OFFER:

Send us the small first payment as stipulated in the table printed below, as evidence of your good faith, and we will ship this parlor suite to your station whence you may take it home for a thorough trial. Inspect it closely to see that it is just as represented; note its construction, design and finish. Then if you find that you are dissatisfied with it for any reason whatsoever, ship it back to us as explained in the fore part of this catalogue and we will refund your first deposit and all freight expenses. Unless you are perfectly pleased and satisfied we do not want you to keep this suite.

THIS SUITE is made by the most skilled cabinet makers in the world. It is constructed throughout of choice, thoroughly seasoned northern birch, especially selected for the beauty of its grain and its freedom from cracks and flaws of any kind, and it is finished in mahogany with a rich royal gloss. The backs are of a particularly handsome design, and the arms and legs are made of neatly rounded and bent pieces that greatly enhance the beauty of the entire suite. Note the exquisite hand carving on the back of each piece. It is a splendidly executed piece of work.

THE UPHOLSTERING is entirely in keeping with the other high grade features of this suite. We can furnish any of the coverings listed below in any standard color, particularly green or red. Only the choicest fabrics are used, being carefully selected for beauty of design and harmonious coloring. It is then carefully attached to the frames by a patent process that will positively prevent it from becoming loose.

THE SEATS are filled with an ample number of oil tempered steel springs securely interwoven insuring the most lasting construction it is possible to make. We guarantee they will not sag or get loose—distinguishing features of suites sold elsewhere at our figure.

IN ORDERING be sure to state upholstering desired, color of same and give catalogue number. Shipping weight, 200 pounds.

No.	Upholstering	Price	First Paym't	M'thly Paym't
9E-101	Fancy Figured Velour	$21 50	$3 00	$1 50
9E-102	Plain Cut Velour.....	22 50	3 00	1 50
9E-103	English Verona.....	26 50	3 75	1 75
9E-104	Crushed Plush.....	28 50	4 00	2 00
9E-105	Silk Plush.....	30 00	4 50	2 00
9E-106	Silk Damask.....	32 00	5 00	2 50
9E-107	Brocatelle.....	34 00	5 00	2 50

IT'S EASY TO PAY— THE PEOPLE'S WAY

FURNISH YOUR HOME ON OUR EASY WAY TO PAY CREDIT SYSTEM

MASSIVE, WELL MADE "ART-STYLE" 5-Pc PARLOR SUITE $22.95

$3.50 Cash is all you need pay for this suite in Fancy Figured Velour. The balance is payable $1.75 a month.

This handsome, strictly high grade five-piece parlor suite, consisting of 1 sofa, 1 arm chair, 1 arm rocker and two parlor chairs, is made of specially selected Northern birch in a perfect imitation of genuine mahogany with a high piano polish finish. In every detail of workmanship, material and finish it is positively high grade and guaranteed to please the most exacting taste. It represents a style of furniture which is to be classed with the best of its kind, although our extremely low price for same is no indication of its excellent qualities. The design is new for the season and is one which sprang into immediate favor in the large cities, where dealers are asking as high as $35 for this suite covered in Figured Velour. Note particularly the beautiful carving, all done by hand, and the handsomely shaped legs and high arms ending in hand carved lion heads. These lion heads are carved out of solid wood. The backs are exceptionally high and broad, and the arm rocker is fitted with a number of steel springs of the greatest strength and elasticity, resting upon a massive platform.

No. 9F-152 is the catalog number of this suite. Be sure and give the above catalog number and state upholstering wanted

The Upholstered Seats are deep and rest securely upon a solid foundation of high tension, highly tempered steel springs, thereby insuring the greatest amount of ease, comfort and wear-resisting qualities. The upholstered back in each piece is corded.

The Coverings can be supplied according to selections as per price list, and in every instance we furnish only the best grade the market affords. Particular attention is paid to the harmonious color effects of our coverings so that the purchaser may always feel assured that nothing but the very latest, most beautiful and best wearing material is furnished.

It Must Be Remembered that our great facilities in the way of buying and selling keep our stocks constantly on the move. There are no goods left from year to year or even from season to season as is the case with small dealers. Our stock is always new, of the very latest styles and makes, and by actual comparison, presents the very greatest value on the market today. This is no mere statement intended to catch the unwary. We invite the most rigid comparison and the closest scrutiny.

Our Guarantee Bear in mind that we doubly guarantee this suite, the same as our other high grade furniture. Send us the first payment, which is required as an evidence of good faith, and we will immediately ship this parlor suite to your home, where you may inspect, examine and compare it to other parlor suites sold by your local dealer, and if you are not satisfied that this parlor suite is all and more than we represent it to be, you may return it to us and we will immediately refund your first payment and pay the freight charges both ways besides. Shipping weight, 150 pounds.

When ordering be sure and state catalog number and state covering and color desired.

Upholstering	Fancy Figured Velour	Plain Cut Velour	English Verona	Crushed Plush	Silk Plush	Silk Damask	Chase Leather
Price	$22.95	$23.95	$27.20	$29.20	$30.70	$31.90	$27.95
Terms	$3.50 Cash, $1.75 a Month		($3.75 Cash, $1.75 a Month)	($4.50 Cash, $2.00 a Month)	$5.00 Cash, $2.50 a Month		($4.00 Cash, $2.00 a Month)

THIS GRANDEST OF PARLOR SUITES $24.75

IN MOST BEAUTIFUL, RICH MAHOGANY FINISH

The Best For Your Money This is unquestionably the most exquisitely beautiful parlor suite ever offered at the price; the beautiful wood, the beautiful finish, and the beautiful upholstering prove that. But that is not all to be considered in making your choice. You must guard against flimsy construction. You can get a merely "pretty" parlor suite almost anywhere, and many offer them at low prices; but you are of necessity taking chances on the quality. **Quality means much** in a parlor suite. You want something that is **useful** as well as **ornamental**—a parlor suite that will stand up under real hard usage. Our fine "Fashion" parlor suites are all made with extra heavy strong frames; all joints are perfectly mortised and joined. The upholstering is decidedly rich and decorative and of superior quality.

It's Easy to Pay The People's Way

Description The frames are all new for this season. They are extra strong, built of select northern birch and finished in a perfect imitation of mahogany, which is guaranteed to wear as well as genuine mahogany. Each piece is of an extremely beautiful uniform design, profusely adorned with rich hand carving. Remember, each piece is made extra strong, reinforced at every joint, and should not, in point of style, workmanship and finish, be compared to the cheap frames with which the market is flooded by other dealers. **This suite is beautifully upholstered.** Furnished in various colorings; please state your preference. This material is of the very best grade of the finest weave, and positively wears better than all other covering material furnished by other dealers. We personally inspect each and every suite that enters or leaves our stores and warehouses, and we are very particular about the quality of the covering material.

We safeguard the purchaser at every turn.

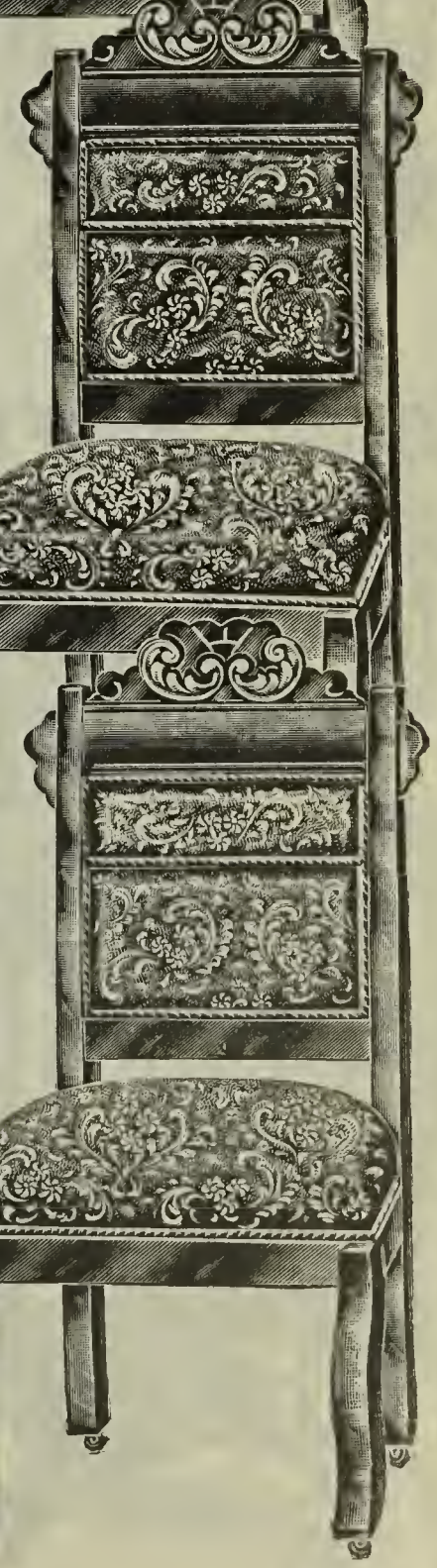
The interior construction is the same as in our other high grade upholstered furniture. Only the high grade, tested, oil tempered steel wire springs are used, and these are so securely attached and interlaced with one another that for one to get loose is next to impossible.

The Price on this suite is 20 per cent. lower than the same quality goods can be bought from any other concern in the United States. We have secured the choicest new designs for the coming year by placing our order a month early. By this stroke we secured the goods at a big discount in price.

A certain manufacturer's representative came to us with a proposition to keep their factory running full time, commencing 30 days earlier than usual. We drew up a contract in which it was agreed that the goods were to be made according to our own exacting specifications and must be up to our highest standard of "Fashion" quality. This extra well made, beautifully designed, strong, substantial parlor suite at a lower price than others charge for the ordinary kind is a fair sample of how we can, with our great outlet through our big stores and our immense mail order house, dictate our own prices to the manufacturers, and consequently give our customers better goods for less money than they can hope to secure elsewhere.

We Take Particular Pains in packing and shipping our parlor suites so that they will reach you in as perfect condition as they left our stores or warehouses. Each piece is complete with a set of casters.

This parlor suite contains 1 sofa, 1 rocker, 1 arm chair and 2 parlor chairs. Shipping weight, 180 lbs



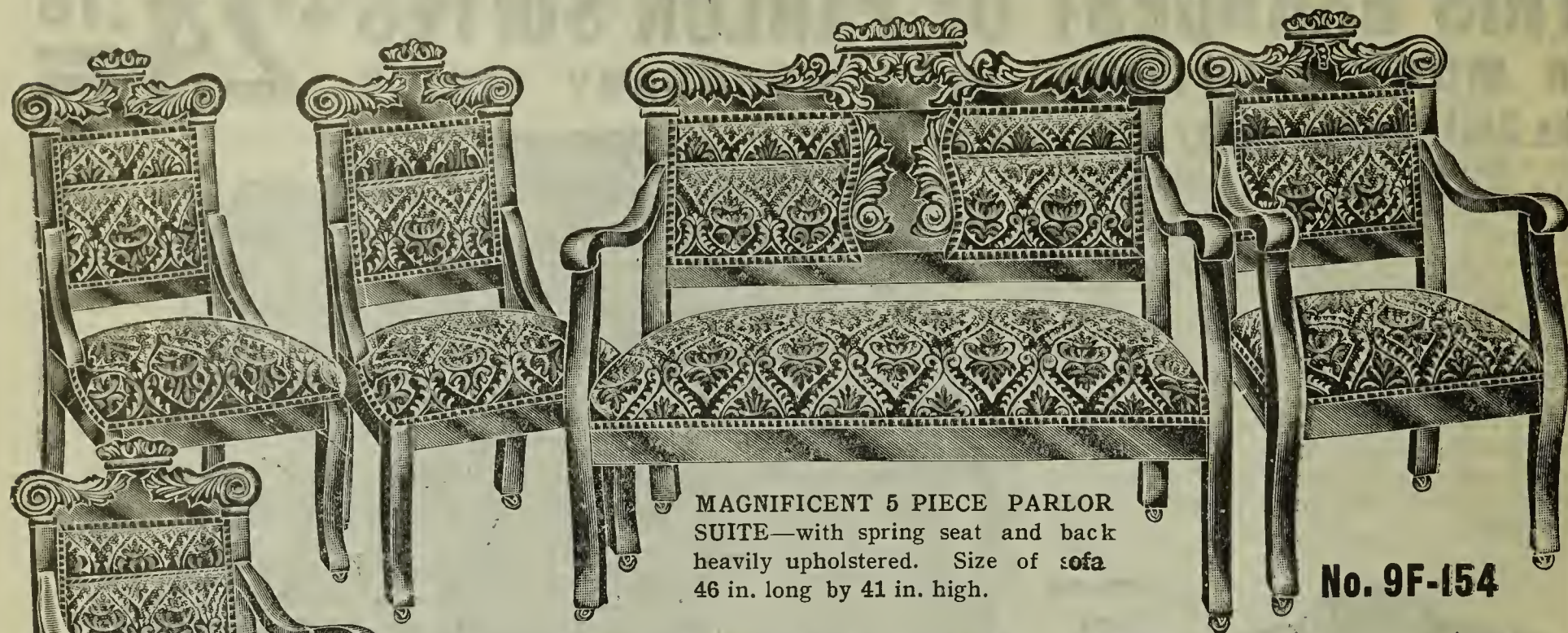
No. 9 E-374

UPHOLSTERING:

Fancy Figured Velour	Plain Cut Velour	English Verona	Crushed Plush	Silk Plush	Silk Damask
$ 24.75	$25.75	$31.50	$31.50	$32.25	$33.50
$3.50 Cash; $1.75 a mo.		$4.50 cash; $2 mo	$5.00 Cash; Balance $2.50 a mo.		

OUR SPECIAL No. 9F-154

FIVE PIECE PARLOR SUITE $26.50



MAGNIFICENT 5 PIECE PARLOR SUITE—with spring seat and back heavily upholstered. Size of sofa 46 in. long by 41 in. high.

No. 9F-154

This is the Season's Greatest Bargain in a "Fashion" Parlor Suite.

This is an unequalled value in a high grade "Fashion" Five-Piece Parlor Suite of an extremely handsome design with gracefully curved top, profusely ornamented with well executed, clean cut hand carvings. Attention is called to the substantial construction and shapeliness of the high backs and beautiful upholstering on each piece. This five-piece parlor suite consists of the following pieces: 1 sofa, 1 arm chair, 1 arm rocker and 2 parlor chairs.

The frames of this beautiful five-piece parlor suite are made of the very finest birch mahogany, especially selected for its fine grain and texture, and finished in a rich gloss. Note the graceful outlines of the richly carved back and the stout legs and high arms. The upholstered spring backs are especially comfortable, being high and broad and well filled.

Interior construction. Each piece of this beautiful parlor suite has seat filled with the very best highly elastic, oil tempered steel springs firmly supported by a patent process which insures it against one or more of the springs getting loose and ruining the construction. For durability and comfort or case, these springs are unexcelled.

The coverings used on this parlor suite will be found fully described in the introduction to this department on page State choice of upholstering and color wanted. Shipping weight, 150 pounds.

UPHOLSTERING	Fancy Fig. Velour	Plain Cut Velour	English Verona	Crushed Plush	Silk Plush	Silk Damask
PRICE	$26.50	$27.50	$30.75	$32.75	$34.25	$35.50
TERMS	$3.75 cash, $1.75 a month		Terms; $5.00 cash, balance $2.50 a month			$5.75 cash $2.50 a mo

THIS SUPERB AND REALLY ELEGANT

FIVE PIECE PARLOR SUITE only $34.25

Hand carving, mahogany finish, Spring Seat, Spring Edge, Tufted back. Size of sofa, 48 in. long by 41½ in. high.

No. 9F-155

In presenting this elegant new design we ask you to closely observe its many points of superiority. Its marvelous beauty lies in the massiveness of the frames, the solidity of construction, and the luxurious cushions. As soon as you have seen it and used it—the instant you compare it, you will appreciate how much more beautiful and how much better it is than the ordinary kind sold by dealers and mail order houses generally.

This parlor suite is distinguished on account of its massive construction and exquisite finish. Only the highest quality material obtainable is used. This is the celebrated northern birch, finished in a perfect imitation of mahogany, so perfect that it deceives even the most experienced. The finish is a royal gloss.

The seat of each piece is large and roomy, containing a full complement of the best steel springs used in the making of upholstered furniture. These springs are covered with the finest quality heavy duck canvas and form the basis of the comfortable and luxurious spring seat and spring edge. Only the finest covering material is used, of which we give you the choice of six. Please indicate preference, also color desired and always order this suite by catalogue number 9F-155. Shipping weight, 175 pounds.

UPHOLSTERING	Fancy Fig. Velour	Plain Cut Velour	English Verona	Crushed Plush	Silk Plush	Silk Damask.
PRICE	$34.25	$35.25	$38.50	$40.50	$42.00	$43.50
TERMS	$5.00 cash, $2.50 a mo.	$5.75 cash, $2.50 a month		Terms; $6.50 cash, balance, $3.00 a mo.		

A PRIZE DESIGN IN A MASTERLY CONSTRUCTED

5 Pc. PARLOR SUITE $44.00

Order this magnificent Suite on the Easy Way to Pay Plan. Price . . . .

$6.50 CASH starts you off and you get the use of this beautiful parlor suite while paying for it $3.00 a month.

An Up-to-date "Art Style" Model

This Elegant Five-Piece Parlor Suite conforms in every detail with the most rigorous demands of fashion. It was constructed especially for us with an idea of containing the greatest value for $44.00 of any suite possible to retail at that price. The finished suite fulfilled our most sanguine expectations and we take great pleasure in recommending this splendid parlor suite to your careful consideration.

WE guarantee satisfaction or refund your money. We pack this suite with extra care so as to have it reach you in perfect condition. We guarantee safe delivery.

Utility, comfort and beauty are the three standards by which to measure the merit of any piece of furniture. This five piece suite, consisting of a sofa, arm rocker, arm chair and two parlor chairs, combines all of these qualities in the highest degree.

To give an accurate and full description of the truly gorgeous beauty of this five-piece parlor suite more than one page would be necessary, but lack of space not permitting it, we can only call attention to the most salient features and even that beyond doubt, will tend to show the enormous bargain value of this splendid offering. The frames are made from thoroughly seasoned fine grained birch mahogany, brilliantly finished to a mirror-like surface. The workmanship is faultless, being the product of the most skilled workmen employed by furniture manufacturers. The design is distinctly original, with artistic hand carving, hand tufted backs, and high arms, claw feet, in short a more substantial and comfortable parlor suite would be hard to find.

The seat of each piece is extra wide and comfortable and is fitted with a full spring edge and deep front. It is filled with an ample number of tested, highly tempered steel springs, firmly bound and secured by a special patent process, which guarantees any spring from getting loose and ruining the steel spring construction. They are covered with best quality heavy canvas. The backs are deeply hand tufted, each tuft being securely fastened with metal buttons.

We give you choice of eight styles of coverings as per price schedule below, and we tate emphatically that better, prettier, more substantial coverings do not exist, and to protect yourself against fraud we would strongly urge you to order this suite from the "People's." These coverings are of the very finest weaves, of the most approved patterns and most popular styles. The leather coverings are especially handsome and wear-resisting.

One great consideration in purchasing a parlor suite is that you expect to purchase but one in a lifetime. It therefore behooves you to purchase a good one, of well-known merits, and one that will last you a lifetime. We absolutely guarantee that the one herewith offered will not disappoint you in any particular. If you ever intended getting a parlor suite here is an opportunity of getting a good one at a price your local dealer will charge you for one of inferior quality. Waste no time in experimenting. Order this suite and pay for it at your leisure while you use it. Shipping weight, 250 pounds.

ORDER BY NO. 9F-156

ORDER BY NO. 9F-156

Upholstering Our Prices	Fancy Fig. Velour	Plain Cut Velour	English Verona	Crushed Plush	Silk Plush	Silk Damask	Chase Leather	Genuine No. 1 Leather.
	$44.00 [$6.50 cash; $300 a mo.]	$46.50 [$7.00 Cash, Balance	$48.00 $3.50 a month]	$51.00 [$7.75 Cash,	$53.00 $3.75 a mo.]	$54.50 [$8.00 Cash,	$55.00 $4.00 a mo.]	$64.00 [$9.00 Cash, $4.25 a mo.]

GUARANTEED $75 PARLOR SUITE $49.85

of FIVE Pieces

We Trust You For This Suite

Get It On "The Easy-Way-To-Pay Plan"

This magnificent "Art-Style" parlor suite must be seen to be fully appreciated. It is impossible to reproduce the lustre and beauty which makes this suite fitted to grace the home of the most artistically inclined; the detailed description furnished can give but a faint idea of the marvelous value here offered. Positively, this is, without the slightest shadow of a doubt, the most beautiful and substantial parlor suite ever offered by any house at anything like our price, or prices, in the various grades.

No. 9F-157 Give this No. when sending your order. Character, Tone and Quality—these are highly developed in this 5-piece Parlor Suite.

Beautiful hand carvings, massive construction, high polish and excellence of detail characterize this parlor suite. The profuse carvings display the work of the master hand, each line and curve is clean-cut and distinct, following a design that is unsurpassed for originality and beauty.

When we state that the construction of this suite is solid we mean that it is built with a view of holding the greatest weights and to be equal to any demands made upon it at any time. The frames are made from thoroughly seasoned, fine grained birch mahogany, with a piano polish finish. This piano finish is not merely laid on, but each piece is hand rubbed and polished until the surface shines with the greatest brilliancy, rivaling the highest grade French mirror. This polish will practically last forever, needing only a covering of furniture oil to renew its lustre after long service.

The interior construction, after all, is probably of the greatest importance in the making of upholstered furniture. A richly carved, handsomely designed massive frame or exterior is practically worthless unless the interior, the spring work and the filling, is also of the finest quality. The interior construction of this elegant parlor suite is just exactly what you would expect it to be—first class in every detail, no stinting or curtailing, but the best material in full quantity, such as the requisite number of high tension, highly elastic steel springs covered with heavy canvas, and finest quality filling, thereby producing a full spring seat and edge unequalled for comfort and durability.

As to coverings you may exercise your own choice and select according to price list appended below. It will be noted that there is comparatively slight difference between the cost of the parlor suite covered with fancy figured velour and our next grade covering, and so on up the line until you reach the Genuine Leather covering. It will be further noted that there is only $3.50 difference required as the first payment on this parlor suite covered with Figured velour and one covered with our genuine leather covering, while in the matter of monthly payments there is a difference of a dollar and a quarter. **In ordering be sure to state style and color of covering desired and always give catalogue number of selection. Shipping weight, 200 pounds.**

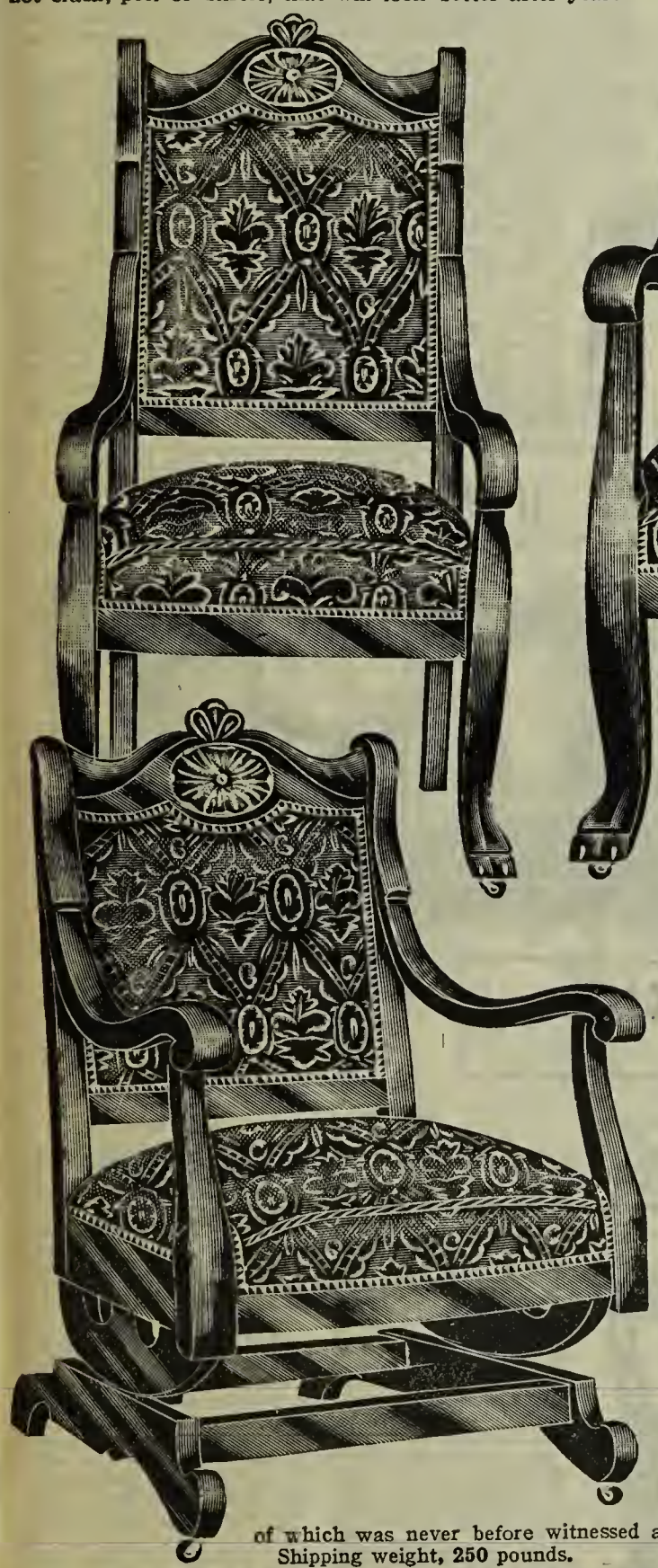
Upholstering	Fancy Figured Velour	Plain Cut Velour	English Verona	Crushed Plush	Silk Push	Silk Damask	Genuine Leather
Price	$49.85	$50.85	$54.10	$56.10	$57.60	$59.10	$72.00
Terms	($7.00 Cash, $3.50 a Month)	[$7.75 Cash, $3.75 a Month]		[Terms $8.00 Cash, balance $4.00 a Month]			($10.50 Cash, $4.75 a Month)

THIS FIVE-PIECE "FASHION" PARLOR SUITE IS THE ACME OF ELEGANCE, ONLY $52.50

Massive construction, perfect workmanship, finest material and superfine polish finish are combined in the greatest degree in this magnificent Parlor Suite. Worthy of adorning the parlor of the most elegantly and expensively furnished home.

There is no question but that the possession of a parlor suite of this character will at once mark the owner as a person of artistic tastes, for its design is pre-eminently elegant and refined. In this connection, note the exquisitely carved top of each piece and the handsomely carved claw feet of the Sofa, Arm Chair and parlor chairs. The massive arm rocker is perfectly balanced by large, highly tempered steel coil springs, on a platform base.

Massive Elegance is the Key note of this splendid parlor suite. It is built of select heavy stock with heavy braces and bolts. It is constructed throughout of the choicest, thoroughly seasoned kiln dried birch mahogany and finished in a strictly first-class manner. Special care is taken to produce a smooth surface, a brilliant lustre and finish, that will not crack, peel or blister, that will look better after years of use than the ordinary finish will in one month. Each coating is thoroughly rubbed down by hand and allowed to thoroughly dry and harden before putting on the succeeding one. By merely going over it with a woolen cloth this polish finish may always be kept in a perfect state of preservation



The interior construction embodies in its make up the best material known to the trade; the springs are cone-shaped and are drawn from high tension carbonized steel wire, firmly put in place and connected with one another by a patent process, thereby avoiding any possible chance of an individual spring getting loose and weakening the entire construction. Extra heavy duck canvas is used immediately over the springs and the filling used is of the very best grade.

The Covering Materials used in this parlor suite are fully described on page 16 in the introduction to this department. They include all the latest effects, harmonious colorings and best weaves. Each material is of the choicest quality, and no matter which you choose you will find a distinctiveness of Style and Pattern that cannot be excelled, regardless of the price paid. Only the fastest and strongest colors are used, giving each piece a luxurious appearance.

The use of a seeming luxury soon established that luxury as an absolute necessity and a little more spent for extra good furniture will be the cause of many long years of happiness to the entire family.

In ordering, be sure to indicate choice of covering material and color of same. Always give catalogue number of selection.

In Conclusion, you may order this parlor suite with the fullest confidence that you will receive a value the like of which was never before witnessed anywhere in the United States.

Shipping weight, 250 pounds.

OUR PRICES AND EASY-WAY-TO-PAY CREDIT TERMS

No.	Upholstering	Price	First Payment	Monthly Payment
9E-416	Fancy Figured Velour	$52 50	$7 75	$3 75
9E-417	Plain Cut Velour	54 50	8 00	4 00
9E-418	English Verona	58 50	8 00	4 00
9E-419	Crushed Plush	61 50	9 00	4 25
9E-420	Silk Plush	63 00	9 00	4 25
9E-421	Silk Damask	64 50	9 00	4 25
9E-422	Brocatelle	65 50	9 50	4 50

OUR NEW LINE OF ART-STYLE 3-PIECE PARLOR SUITES

THE LOWEST PRICES EVER QUOTED ON HIGH GRADE PARLOR SUITES

AS CHEAP AS YOU SHOULD DARE BUY A PARLOR SUITE

It is impossible for any factory to make a reliable and substantial parlor suite to sell for less than **$10.75**; and if you find one quoted any where at a lower price you can rest assured that quality has been sacrificed. We make these suites in the largest and best equipped furniture factory in Michigan and offer them to you at bare cost of production plus our one small margin of profit.

The frames are solidly constructed of birch mahogany, splendidly finished. The sofa and arm chair have high, comfortable arms, with a full sweep and firmly braced. The legs are exceptionally strong and castered. **The interior construction** is the equal of that furnished in parlor suites sold elsewhere at double our figure. It consists of an ample number of oil tempered steel springs firmly secured and interlaced with one another to guarantee against breakdown. These are covered with best grade heavy duck canvas.

Coverings. We furnish this 3-piece parlor suite in a variety of coverings. (See price list below.) These are of the very best weaves in the various grades and should by no means be compared to the shoddy stuff furnished by other dealers whose aim is to create a sensational price rather than to give value. In ordering be sure to indicate choice of covering, state color wanted and always give catalogue number. Shipping weight, 100 pounds.

UPHOLSTERING	Fancy Figured Velour	Plain Cut Velour	English Verona	Crushed Plush	Silk Plush	Silk Damask
No. 9F-158 Price	$10.75	$11.75	$12.75	$13.75	$17.75	$19.75
Terms	$1.50 cash, 75c a month		Terms: $2.00 cash, Balance $1.00 a month		$2.50 cash, $1. a mo.	$2.75 cash, $1.25 a mo.

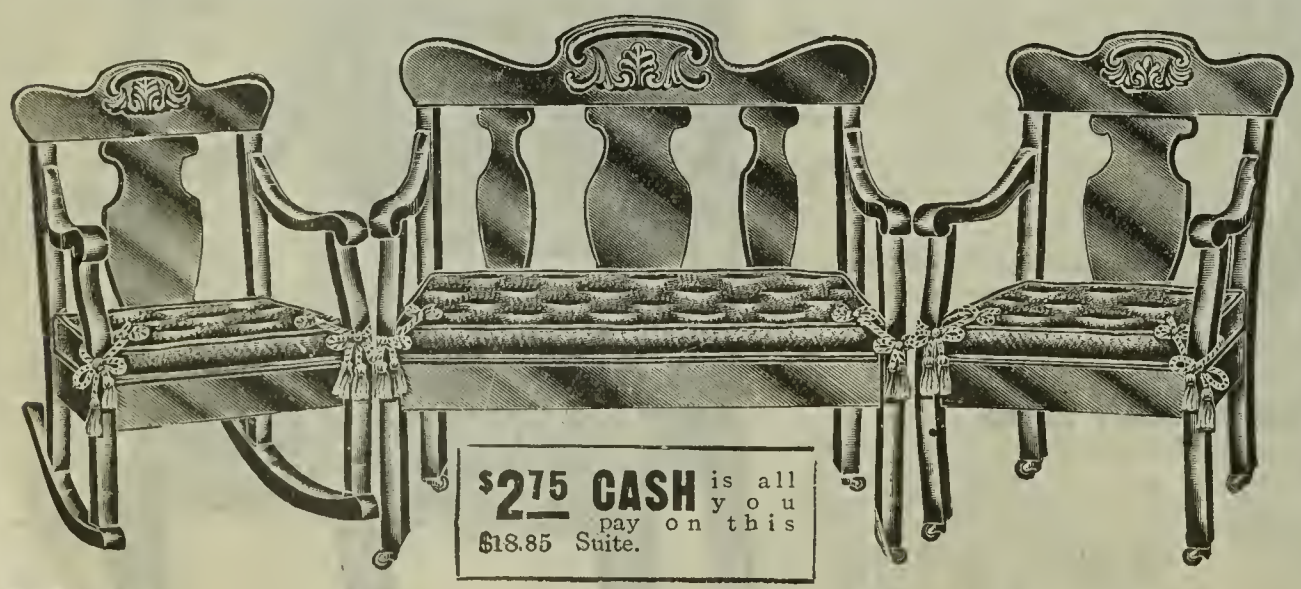
This is a new and exclusive design in a three-piece Art-Style Parlor Suite, of a high order of workmanship. It is the product of one of the best equipped factories in the country, whose reputation for turning out articles of quality at low prices is world-wide. The "People's" give you the benefit of their enormous purchasing facilities in the shape of greatly reduced prices for the best quality goods. This splendid suite is an eminent example. It is built from best selected northern birch, finished to resemble mahogany. Note the prettily shaped back and the uniquely designed vase back panels. The arms are high and well braced by the stout corner posts which are massive and shapely and fitted with best quality casters.

The interior construction is of the best, embodying as it does, the finest grade of steel springs, which are covered with canvas, and the deep upholstering, providing a luxurious and comfortable seat.

The coverings are of the very best. Make your own selection as per price list below. Be sure to also give color desired, and state catalogue number.

Your money will be cheerfully refunded if after receiving and inspecting this suite in your home you are not fully convinced that it is just as represented, or that it is the best that can be had for the money. Furthermore, we will reimburse you for all freight charges paid out by you. Order at once, do not delay. Shipping weight, 100 pounds.

UPHOLSTERING	Fancy Figured Velour	Plain Cut Velour	English Verona	Crushed Plush	Silk Plush	Silk Damask
No. 9F-186 Price	$14.25	$15.25	$16.35	$18.25	$20.25	$22.00
Terms	$2.00 cash, $1.00 a mo.	$2.25 cash, $1.00 a month		$2.75 cash, $1.25 a month	$3.00 cash, $1.50 a month	



This beautiful high grade 3-piece "Art-Style" Parlor Suite is one of the handsomest designs in our line, and positively cannot be duplicated at your local dealers, by other mail-order houses or by any of the regular dealers in the large cities, at our exceptionally low price.

In ordering this parlor suite it must be borne in mind that it is constructed in a most substantial manner of extra quality stock, which is superbly cut and fashioned so that the finished product is wonderfully pleasing to the eye. In proof of this, note the beautifully shaped head piece and vase shaped back panels with the wide, high arms and the well shaped corner posts which support a full spring seat of excellent dimensions and greatest comfort. The sofa of large full size and the dimensions of the other pieces are in proportion.

In upholstering this suite nothing but the best grade oil-tempered steel springs are used which positively will not sag. The filling is of the best quality of tow, with a thick cotton felt top. We cover this suite in upholsterings quoted below, and in colors described in the introduction of this department.

It is important that you mention kind of covering wanted, color of same and give catalogue number of selection, when first making the order. It will avoid needless delay or mistakes. Shipping weight 120 pounds.

UPHOLSTERING	Fancy Figured Velour	Plain Cut Velour	English Verona	Crushed Plush	Silk Plush	Silk Damask
No. 9F 187 Price	$18.85	$19.60	$20.60	$21.85	$22.50	$23.50
Terms	Terms: $2.75 cash, Balance $1.25 a month		Terms: $3.00 cash, Balance $1.50 a month			$3.50 cash, $1.75 a month

3-Piece Parlor Suite with Beautiful, Loose Cushions

9F-161. This excellent three-piece Art-Style Parlor Suite is one of our own designs and is absolutely new for the season. We feel quite safe in recommending it for style and durability and we feel certain it will please the most exacting taste. It is made of the choicest northern birch, carefully selected for its freedom from knots and cracks, and for the beauty of its grain. It is finished in mahogany with a rich piano polish of wonderful lustre. Rich, well executed hand carvings, high backs and well rounded French legs and high arms are additional features that will endear this suite to you. The seats are covered with beautifully upholstered deeply tufted pads, or loose cushions, which are held in place by silken cords with beautiful tassels. These pads are upholstered in any of the coverings listed below and in ordering be sure to state choice of covering and color of same. We particularly recommend this suite with the plush upholstering, either crushed or silk. Remember, in ordering this suite you are getting the very latest creation in the line, while our special price is certainly an incentive to an early order. Bear in mind also that these suites are made in one of the finest equipped furniture factories in the world and are extra well constructed and elegantly finished—they are real Art-style pieces and the genuine Gold Medal Brand. They are far superior to the kind offered by other mail order houses for the same or a higher price. A parlor suite is something one wants to be extra fine because it is placed in the best furnished room in the house. This suite is extra fine. Shipping weight about 150 pounds. Our reduced prices as follows:

Upholstering	Fancy Figured Velour	Plain Cut Velour	English Verona	Crushed Plush	Silk Plush	Silk Damask
9F-161. Price	$22.95	$23.75	$24.75	$26.25	$28.00	$29.25
Terms	Terms, on above 3 prices $3.50 cash; $1.75 a month.			$3.75 cash	$4.00 cash	$4.50 cash

Gold Medal Brand, Richly Carved 3-Piece Parlor Suite

9L-200. You will be surprised at the magnificent value offered in this high grade 3-piece Parlor Suite. The beauty of design, high quality workmanship and elegance of finish can only be appreciated fully when you see it. The heavy and substantial frames are made from specially selected thoroughly seasoned stock with brilliant mahogany finish. The top panel, it will be noted, is of simple, yet elegant design while the broad patterned back panels are richly carved. Top panel is rigidly supported by a series of beautifully shaped broad panels. The massive corner posts and French curved front legs which support seat and arms are extra strong and unusually attractive.

The interior construction is of the best, embodying, as it does, the finest grade steel coils thoroughly braced and interlocked. Over the springs and under the deep soft filling is a layer of heavy canvas. The filling consists of the finest quality of tow, with high grade heavy cotton top. The sofa measures 3 feet 8 inches in length, 3 feet in height, and 20 inches in depth; the other pieces are strictly in proportion. As to coverings, we supply the finest qualities in the very latest designs and in all the popular shades. Do not forget to state kind of covering wanted and color of same. Any of the coverings listed below will give great satisfaction and the choice rests entirely with you. Fancy Figured Velour is very beautiful heavy cloth, the body colors of which are either red or green. Plain Cut Velour possesses great wearing qualities and is unusually handsome in appearance. English Verona, Crushed Plush, Silk Plush, and Silk Damask all have their admirers. If you want a complete description of these various coverings please refer to page 8 of this book. You will never have any trouble if you order by catalog number and state the color and kind of upholstering wanted. Shipping weight about 175 pounds.

Upholstering	Fancy Figured Velour	Plain Cut Velour	English Verona	Crushed Plush	Silk Plush	Silk Damask	Chase Leather
9L-200. Price	$24.85	$25.50	$26.50	$28.00	$29.75	$30.80	$32.00
Terms	$3.50 cash; $1.75 a month		$3.75 cash	$4.50 cash; $2.00 a month		$5.00 cash; $2.50 a month	

Massive, Richly Carved, Art-Style, 3-Piece Parlor Suite

9L-201. Here is a magnificent example of up-to-date workmanship—one of the most beautifully carved suites ever shown, and of large size. The large heads and busts are so artistically designed and so carefully executed by hand that the finished effect cannot be appreciated simply by looking at the picture and reading the description. Order this suite and take it into your home where you can appreciate its splendor, then if you don't say it's the finest you ever saw, we will return your money. It takes rank with the best products of the day, but at our wonderfully low price is really in a class by itself. The frames are made from carefully selected birch mahogany, hand rubbed and polished in a thorough manner. The beautiful hand carving adorning each piece is of such unusual beauty as to wonderfully enhance the value of the suite in the estimation of every one who sees it. The arms are high and wide, and are adorned with large heads and busts of the most exquisite fashion; and the shapely legs which support the arms and the roomy seat are of the French pattern. The high, comfortable back is well made of heavy stock and the large back panels with their carved scroll edges and large polished surfaces show off to pleasing advantage. The seat has a full complement of oil tempered steel springs, firmly secured and interwoven to prevent any possible chance of a breakdown. These are covered with heavy grade duck canvas. Cushions are filled with best quality of tow with cotton top. Best quality casters. We take great pride in the fact that our upholstered goods department is the finest in the world. We have built up a tremendous mail order business in this line by giving the very greatest values that it is possible to produce. Be sure to indicate choice of covering material and color of same. Order by number. Shipping weight about 200 pounds.

Upholstering	Fancy Figured Velour	Plain Cut Velour	English Verona	Crushed Plush	Silk Plush	Silk Damask	Genuine Leather
9L-201. Price	$28.50	$29.35	$30.35	$31.85	$33.60	$34.85	$35.50
Terms	$4.50 cash; $2 a month		$5 cash; balance only $2.50 a month			$5.00 cash	$5.75 cash

Magnificent Richly Upholstered Massive 3-Piece Parlor Suite

No. 9L-202. The massive frame and rich finish of this elegant Gold Medal Brand suite bespeak supreme quality. The magnificent design is one of the newest and most attractive ever produced; and for practical use this parlor suite cannot be excelled at any cost. With so many points of superiority it is no wonder that this suite is so extremely popular. It is so well made that it will last for generations and so handsome that it will greatly ornament the finest parlor. The illustration will give you a faint idea of its rare beauty, but the suite itself will prove far more beautiful than the picture can possibly indicate. The frames are especially well constructed from birch mahogany, hand rubbed and polished to a mirror-like brilliancy. Beautiful outlines, graceful curves, elegant extra heavy French legs and rich hand carved claw feet are the prominent features that are at once noticed and that attract the attention of and are admired by the most critical observer. The massive rich outlines of this suite give it the appearance of those usually sold at very high prices. The seat of each piece has a steel spring foundation, which supports the richly upholstered loose cushions. These cushions have most dependable filling and the coverings are the finest made. Cushions are fastened to frame by beautiful silken cords with handsome tassels. See table below for the different kinds of upholstering, and prices. This is the very latest style—anything more elegant cannot be imagined. We especially recommend green crushed or silk plush for the covering. We take particular pains in crating and packing, so that it will reach your home in as perfect condition as it leaves the finishing room of our factory. In ordering be sure to state upholstering and the color you want. Shipping weight about 175 pounds.

Upholstering	Fancy Figured Velour	Plain Cut Velour	English Verona	Crushed Plush	Silk Plush	Silk Damask	Chase Leather
No. 9L-202, Price	$39.50	$41.00	$42.75	$44.50	$46.25	$47.50	$48.50
Terms	$5.75 cash.	$6.50 cash; $3.00 per month.		Easy-way-to-pay terms: $7.00 cash; balance $3.50 per month.			

Prize Design Gold Medal Brand 3-Piece Parlor Suite

No. 9L-203. This grand Gold Medal Brand three-piece Parlor Suite represents the perfect embodiment of stateliness, magnificence and beauty, and clearly shows the careful attention bestowed upon its construction. We will ship this suite to you upon receipt of your first payment and if, after receiving and examining the suite, you are not convinced that it is the best 3-piece suite to be gotten for the money you are at liberty to return it to us at our expense and we will immediately refund your first deposit and reimburse you for all freight charges paid by you. This suite is, in fact, the finest 3-piece parlor suite on the market at any price and you are sure to be delighted with it. The design is strictly original, the workmanship cannot be excelled and the finish is superb. Note especially the beautiful curving arms and the massive French legs and claw feet. Not the least noteworthy is the high, broad upholstered back. This suite is constructed throughout of choice, rich, birch mahogany finished with a piano polish. Experts have complimented us on this magnificent design and have declared this suite to be as fine as anything they ever have seen that has been made to sell for anything like such a reasonable price. The interior construction is entirely in conformity with the high standard established throughout, and embraces everything necessary to produce a most splendid suite. The cushions in seat are removable and reversible and are tied in place by beautiful silk cord and tassels. Finest steel spring seat construction; best upholstering. Coverings may be selected as your fancy directs. Be sure to indicate choice; also color desired. We have cut the price and made the terms such that any home can easily afford this magnificent suite. Shipping weight about 200 pounds.

Upholstering	Fancy Figured Velour	Plain Cut Velour	English Verona	Crushed Plush	Silk Plush	Silk Damask	Genuine Leather
No. 9L-203	$43.50	$45.00	$46.75	$48.50	$50.25	$51.50	$56.50
Terms	$6.50 cash.	Terms: $7.00 cash; balance, $3.50 per month.			$7.75 cash; $3.75 per month.		$8.00 cash.

Extra Value. Now $2.98

No. 9E-530

High Grade "Gold Medal Brand" Corner Chair. An odd piece that will always find a convenient nook in the parlor. It is built of choice material in a very artistic manner. Has a high back joined to the stout legs by means of extra high arms. The full spring seat is diamond shape and is well upholstered in fancy figured velour, English verona, fancy or silk damask. See prices below, and always mention the catalog number of the one you select. It is constructed throughout of select birch mahogany, with a brilliant gloss finish. This is a strictly high grade article regardless of the low price. It is a chair that will augment the furnishings of the finest parlor. Be sure to indicate choice of covering and color desired. The picture here does not begin to do this chair justice. You can depend upon getting a fine article. Shipping weight about 15 pounds.

No.	Upholstering	Price
9E-530	Fancy Figured Velour	$2.98
9E-531	English Verona	3.25
9E-532	Fancy Damask	3.35
9E-533	Silk Damask	3.75

Gold Medal Brand Design $4.95

No. 9F-168

No. 9F-168. Beautiful Parlor Arm chair exactly as illustrated. Upholstering is of the best, having our warranted construction of oil tempered steel springs. It has full back with high arms which are firmly supported by six spindles and stout corner posts. The latter support the fine upholstered seat, covered with the choicest fabrics as listed below. Note the attractive carving on back and beautifully designed center panel. It is built throughout of select, well seasoned birch, with a mahogany finish. When ordering, please state choice of covering and color wanted. This is a chair of unusual quality and one that is extremely popular. The handsomely carved head on back panel deserves special mention and is very attractive. Always give catalog number. Shipping weight about 30 pounds.

Upholstering	Price
Fancy Figured Velour	$4.95
English Verona (75c cash; 50c per month)	5.45
Fancy Damask (75c cash; 50c per month	5.85
Silk Damask (75c cash; 50c per month)	6.25

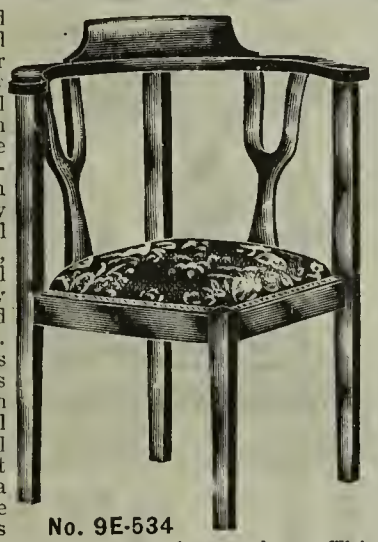
Supreme Elegance $9.45

No. 9F-171

No. 9F-171. "Comfort" is spelled in every line of this splendid Parlor Arm Chair. It is richly embellished with neat hand carving, has a richly upholstered seat and is finished with a superb polish which rivals the mirror in brilliancy. The frame is well constructed from either solid oak or best northern birch hand rubbed and polished to a piano finish. The back is high, broad and extremely comfortable. The front posts are of an exceptionally handsome shape and support the full spring seat fitted with a full complement of oil tempered steel springs. Covering is supplied according to individual selection; when ordering please state color wanted and whether you prefer solid oak or polished mahogany finish. Either one is sure to please you. Always order by catalog number. Shipping weight about 40 pounds.

Upholstering	Price
Fancy Figured Velour ($1.50 cash, 75c a mo.)	$ 9.45
English Verona ($1.50 cash, 75c a mo.)	10.45
Fancy Damask ($1.50 cash, 75c a mo.)	11.45
Silk Damask or Silk Plush ($2 cash, $1 a mo)	12.45

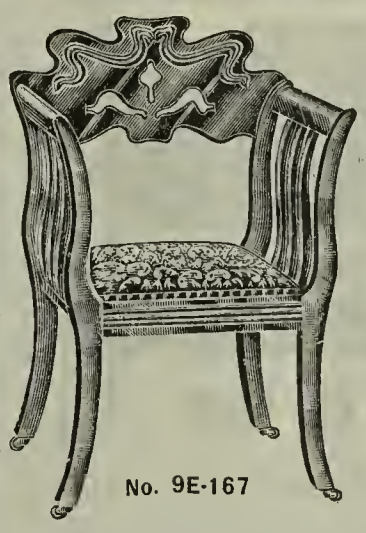
Fancy Corner Chair $3.25


No. 9E-534

This Diamond Shaped Upholstered Corner Parlor Chair is an exceptionally attractive design and at $3.25 is a bargain surprise. The frame is constructed throughout from choice birch mahogany, neatly polished. Has full curved back and arms, the latter high and broad and firmly braced and supported by two forked panels. Stout corner posts, as illustrated. Seat is deeply upholstered with our guaranteed steel spring construction and covered with finest Velour, English Verona or Damask. Be sure to indicate choice as well as color desired. Always order by number. This odd piece will fit in nicely anywhere. It is very durable. Order at once. We are constantly receiving letters from people saying they think this chair a big bargain at our reduced price. Shipping weight about 18 pounds.

No.	Upholstering	Price
9E-534	Fancy Figured Velour	$3.25
9E-535	English Verona	3.50
9E-536	Fancy Damask	3.65
9E-537	Silk Damask	3.90

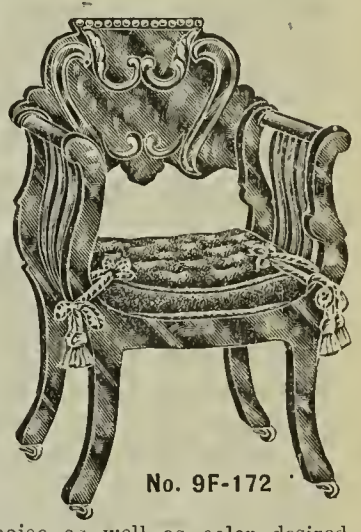
Our Latest Design $4.25


No. 9E-167

No. 9E-167. "Fashion" Roman Chair. Note the exceptionally pretty design. Our price for same is easily ¼ below its true value. In fact, it is the most inexpensive Roman chair on the market to-day. The material from which it is made is good and the workmanship is unexcelled. It has a noticeably roomy full spring seat upholstered in the best grades of Velour, English Verona and Damask. It is constructed of the choicest birch with a mahogany finish. The legs are of a uniform shape and are of the continuous design, helping support the broad arms and bracing and back. This is a high grade piece of parlor furniture and should be compared with similar pieces selling elsewhere at from $6 to $8. This article is made in large quantities, hence our low price. Shipping weight about 30 pounds.

Upholstering	Price
Fancy Figured Velour	$4.25
English Verona	4.50
Fancy Damask	4.75
Silk Damask	4.95

LooseCushionRomanChair$9.95


No. 9F-172

No. 9F-172. An extremely popular Parlor Roman Arm Chair. Note the hand carved high back with the shaped top supports and the high rounded arms. The latter are firmly supported by the handsomely shaped legs and stout, shaped side panels. The roomy seat has loose cushion upholstery tied to the frame with two silk tasseled cords. Cushion can be easily removed for dusting. Cushion extremely well made. The frame is made from specially selected northern birch which is finely finished and polished until it glitters. In ordering be sure to indicate choice as well as color desired. At our reduced price this is a rare bargain. Also order by catalogue number. The finest birch mahogany is used in making this chair and every detail shows quality. Shipping weight about 40 pounds.

Upholstering	Price
Fancy Figured Velour ($1.50 cash, 75c a mo.)	$ 9.95
English Verona ($1.50 cash, 75c a mo.)	10.95
Fancy Damask ($1.50 cash, 75c a mo.)	11.95
Silk Damask or Silk Plush ($2 cash, $1 a mo.)	12.95

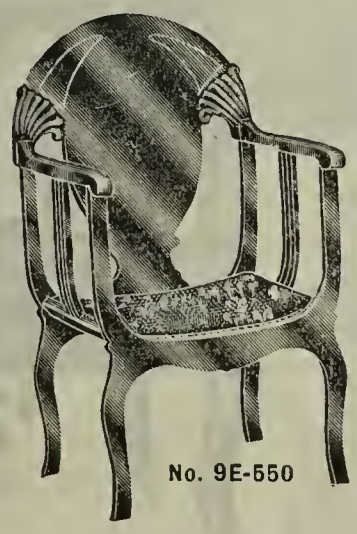
Loose Cushion Design $8.90

No. 9F-170

No. 9F-170. Here is a magnificent Arm Chair of decidedly strong design. Special attention is called to the thick loose cushion seat with its silk tassels, the rich hand carved arms, the shapely back and the French legs. Made from the choicest birch-mahogany, with fine polish. It has well shaped high arms firmly braced by the continuous front posts and rigidly joined to the broad back; roomy upholstered seat, fitted with a loose reversible cushion with silk tassels and covered with the best grade of Velour, Verona, Damask or Plush. Please specify which covering you want. This chair carries a lot of style and is well made and very serviceable. Shipping weight about 40 pounds. Order one to-day.

Upholstering	Price
Fcy Fig. Velour (1.25 cash; 75c per month)	$8.90
English Verona (1.50 cash; 75c per month)	9.25
Fancy Damask (1.50 cash; 75c per month)	9.45
Silk Damask (1.50 cash; 75c per month)	9.75

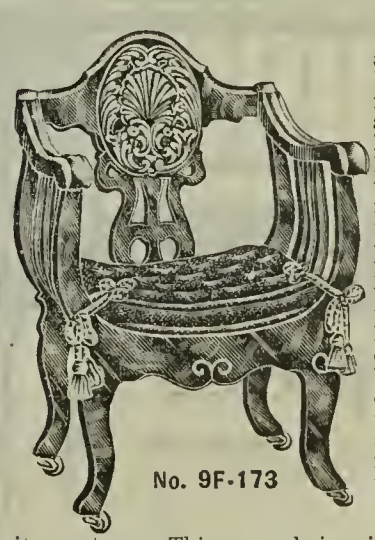
Fashionable Roman Chair $6.75


No. 9E-550

Highly attractive design in a Parlor Roman Chair. Broad solid back, roomy seat and high shaped arms. Dainty in appearance and strong in construction. Frame is of selected birch, mahogany finish, highly polished. The massive curved posts are joined by nicely shaped arms, which connect with seat by three spindles conforming to the general outline. The seat is upholstered on our guaranteed construction, of oil tempered springs. Covered with the choicest fabrics. The rich elegance of this piece has made of it a great favorite. It is an exceptional bargain as quoted here. Order one to-day! Be sure to give correct catalogue number. Shipping weight about 35 pounds. See page 5 of this catalog for complete table of terms.

No.	Upholstering	Price
9E-550	Fancy Figured Velour	$6.75
9E-551	English Verona	7.25
9E-552	Fancy Damask	7.65
9E-553	Silk Damask or Silk Plush	7.95

Art-Style Roman Chair $10.35


No. 9F-173

No. 9F-173. This is one of the most attractive "Art Style" Parlor Chairs on the market. It is of an absolutely new Gold Medal Brand design. It is constructed throughout of choice northern birch finished in a rich mahogany with a piano polish. It has a high back and wide comfortable seat fitted with a richly upholstered pad in any of the coverings listed below. It has silken cords with beautiful tassels holding pad to seat. All posts are neatly rounded and the legs, front panel and arms are as one piece. Has best quality casters. This arm chair will be shipped carefully packed and crated so that it will reach you in perfect condition. Shipping weight about 50 pounds. Our reduced prices and easy terms given below.

Upholstering	Price
Fancy Figured Velour ($1.50 cash, 50c a mo.)	$10.35
English Verona ($1.50 cash, 75c a mo.)	11.35
Fancy Damask ($2.00 cash, $1.00 a mo.)	12.35
Silk Damask or Silk Plush ($2 cash, $1 a mo.)	13.35

This Elegant Parlor Divan Now Only $5.85

No. 9F-174. Note the exceptionally low price we ask for this splendid Parlor Divan. The design is absolutely unique, as will be observed by the illustration, which, however, fails to give an adequate idea of the handsome finish or the fine workmanship. It has a full complement of oil tempered steel springs which are guaranteed not to sag. The filling consists of the best quality of tow with heavy cotton top. We quote this richly upholstered divan in the various coverings, as you will note by referring to the prices below. On introductory page to upholstered goods you will find exhaustive descriptions of these various coverings. Complete with casters. State covering material wanted and color. Always give catalogue number. Shipping weight about 50 pounds.

Upholstering	Price
Fancy Figured Velour (Terms 75c cash balance 50c a month)	$5.85
English Verona (Terms 75c cash, balance 50c a month)	6.45
Fancy Damask (Terms $1.00 cash, balance 50c a month)	7.05
Silk Damask or Silk Plush (Terms $1.25 cash, balance 75c a month)	7.65

A Most Remarkable Value at the Reduced Price $6.10

This is positively the greatest value in a Divan ever placed upon the market. Note the superbly hand carved top and the fancy carving on both ends of the upholstered back. The French legs and the handsomely shaped, rounded arms, high and wide, are also noteworthy points and not to be overlooked. The seat is extra wide and deeply upholstered with our guaranteed steel springs construction, which positively will not sag. Filling consists of the best quality of tow with heavy cotton top. It is constructed throughout of choice, northern birch, with a rich mahogany finish. Only the best grade covering, in the various styles, is used, and the purchaser should always state kind wanted and color of same. This splendid up-to-date very latest style Gold Medal Brand Parlor Divan is not only superior in the quality of it's frame but in the richness and high grade of its upholstery. Gold Medal Brand divans are far above the ordinary grades—every detail of their construction and finish shows it. You can see the difference at a glance. You will be delighted with this bargain. Give correct catalogue number so as to avoid delay and mistakes. Shipping weight about 50 pounds.

No.	Upholstering	Price
9E-586	Fancy Figured Velour (Terms 75c cash, balance 50c a month)	$6.10
9E-587	English Verona (Terms $1.25 cash, balance 75c a month)	7.80
9E-588	Fancy Damask (Terms $1.25 cash, balance 75c a month)	8.50
9E-589	Silk Damask or Silk Plush (Terms $1.50 cash, bal. 75c a mo.)	9.25

Richly Carved and Beautifully Upholstered $8.45

No. 9F-177. A handsome Parlor Divan with most favorable qualities. A very attractive feature is our next-to-cost price and the superior construction and fine finish are other points worthy of attention. Made of choice birch with elegant mahogany finish. The back is well supported and richly upholstered. The seat contains our guaranteed steel spring construction with tow filling. The quality of this article is noticeably superior in every detail and the coverings used on the upholstering are the richest grades. Fancy Figured Velour is extra heavy and has a splendid raised figure design. English Verona makes a luxurious covering as does also Fancy Damask, Silk Damask and Silk Plush. The matter of choice rests entirely with you. Any one is sure to please you. We have great factory interests and are able to save you the wholesalers' and regular dealers' profits as well as many other incidental items that you always have to pay when you don't buy direct. This Gold Medal Brand parlor divan shown here is a most remarkable value at the price. Upholstering furnished as listed below and in ordering be sure to indicate choice. Casters. Shipping weight about 50 pounds.

Upholstering	Terms	Price
Fancy Figured Velour	(Terms $1.25 cash, balance 75c a month)	8.45
English Verona	(Terms $1.50 cash, balance 75c a month	9.15
Fancy Damask	(Terms $1.50 cash, balance 75c a month)	9.85
Silk Damask or Silk Plush	(Terms $1.50 cash, balance 75c a month)	10.60

Gold Medal Quality -- Art Style Design. Price Now $9.45

No. 9F-176. This is a highly attractive design in a low priced Divan. It is built of fine grained northern birch capable of taking a finish with a resemblance to solid mahogany. It is extremely popular among particular buyers. The back is broad and high, top panel is massive and supported by three back panels. The high, wide arms are well supported by the massive corner posts which support the roomy seat. The seat is fitted with a reversible loose cushion with silk tassels, upholstered in any of the coverings listed below. Give catalogue number, 9F-176. Shipping weight about 50 pounds.

Upholstering	Price
Fancy Figured Velour (Terms $1.50 cash, balance 75c a month)	$9.45
English Verona (Terms $1.50 cash, balance 75c a month)	10.45
Fancy Damask (Terms $1.50 cash, balance 75c a month)	11.45
Silk Damask or Silk Plush (Terms $2.00 cash, balance $1.00 a month)	12.45

Beautiful Gold Medal Brand -- French Design $11.75

No. 9F-179. This is one of the finest specimens of high grade parlor furniture ever placed on the market. It has a rich appearance combined with the utmost comfort. It is constructed throughout of the choicest northern birch, and hand rubbed like solid mahogany, in a piano polish finish. The rounded back and high arms supported by 16 hand turned spindles and two richly carved panels are especially attractive. The roomy seat, measuring 3 feet, 6 inches in length, is fitted with our warranted steel spring construction; filled with the best quality of tow and cotton top. The low price should prove an incentive for an early order. Shipping weight about 60 pounds.

Upholstering	Terms	Price
Fancy Figured Velour	(Terms $1.50 cash, balance 75c a month)	$11.75
English Verona	(Terms $2.00 cash, balance $1.00 a month)	12.75
Fancy Damask	(Terms $2.00 cash, balance $1.00 a month)	13.75
Silk Damask or Silk Plush	(Terms $2.00 cash, balance $1.00 a month)	14.75
Genuine Leather	(Terms $2.50 cash, balance $1.00 a month)	16.75

Massive Frame -- Loose Cushion -- Nothing Finer. $13.50

No. 9F-181. This is a magnificent value in a high grade Gold Medal Brand Parlor Divan. It should be compared to those offered elsewhere at from $20 to $25, for our prices are the lowest wholesale prices. Note the rich carving adorning the high back. It has high, well rounded arms and French legs, mounted on the best quality casters. The seat measures 40 inches long, is fitted with a finely upholstered pad which is removable and reversible. It is tied to the frame by silken cords with handsome tassels. Divan is constructed throughout of choice thoroughly seasoned and kiln dried birch mahogany finished in a rich shade with a piano polish. We will gladly ship this divan to your station upon receipt of the first payment, on our 30 days free trial offer. Shipping weight about 75 pounds.

Upholstering	Terms	Price
Fancy Figured Velour	(Terms $2.00 cash, balance $1.00 a month)	$13.50
English Verona	(Terms $2.00 cash, balance $1.00 a month)	14.50
Fancy Damask	(Terms $2.25 cash, balance $1.00 a month)	15.50
Silk Damask or Silk Plush	(Terms $2.50 cash, balance $1.00 a month)	16.50

Upholstered Turkish Rocker $13.50

A Luxurious Rocker with Massive Frame, Magnificently Upholstered in Chase Leather. :: :: Former Price, $15.25; Now Reduced to Only

Low Price Explained Never before in the history of the furniture business was such a bargain known—never before were you offered such a superior Sultan leather Upholstered Turkish Rocker at such a sensationally reduced price. Our stores in the principal cities sell these chairs in great number and this great quantity combined with the large sales which are made direct from this catalog keep one department of one of our factories busy the year around. Each operation in the manufacture of these rockers is reduced to a science, so that the cost of production is now the lowest possible and our price is the factory price plus our small percentage of profit. No other concern in existence can compete with us in the sale of these rockers and you might search far and wide in vain for an equal bargain. This magnificent rocker at this reduced price is an incomparable value and represents one of our greatest specials.

We Trust You Confidentially. Whether or not your neighbors will know that you are buying goods on credit depends entirely upon yourself. If you choose to tell them yourself, well and good. We hold every transaction in the strictest confidence. All goods shipped with plain shipping tags that do not bear our firm name.

ORDER BY THIS NUMBER

15F--205

$2.00 Cash Balance $1.00 a Month
It's Easy to Pay--The People's Way

Comforts of Home When we think of home we think of the place where we can be comfortable. We take pride in providing for our loved ones the things that make for greater happiness—we want to have all the comforts and as many as possible of the luxuries of home life. There is no other single article of furniture that can be enjoyed more than a luxurious Turkish Rocker. It is as comfortable as a bed, and of extreme beauty as an ornament to the room. Look at the massive proportions of this splendid rocker, and picture if you will, anything more satisfying than to sink back into these soft springy deep cushions.

You Can Have This Rocker

No one should deprive himself this genuine home comfort, for the price has been reduced within the reach of all—and you can get it the "Easy Way" which is our way of giving you all the time you want to pay, so you will not be put to the slightest inconvenience. We want you to order one of these rich Turkish Rockers because we know it will be the gratification of a desire, and that you will be so wonderfully happy over your bargain that you will praise our superb furnishings and become our permanent friend and continued customer. All you need send us with your order for this rocker is $2.00, the balance of the low cost price you can send in easy monthly payments of only $1.00 per month while you are enjoying the use of your rocker in your home.

Our Great Offer You can rest assured that we would not offer, as we do, to ship this magnificent Turkish Rocker to you on trial if we were not absolutely sure that it would please you. We know by experience that our customers are not only pleased, but elated over this wonderful bargain and we are satisfied that when you get yours, you will want to order an extra one for another room. And you will wonder how we can afford to sell such a costly chair at such a low price, but this we have explained in another paragraph on this page. Our great offer is this: Upon receipt of first payment of only $2.00, which is accepted as an evidence of good faith according to our Easy Way to Pay Plan, we ship you the rocker for you to take home and use for a month in your home. If you want to keep the rocker then, you simply send us one dollar each month thereafter until the chair is paid for. But, if for any reason, you don't want to keep it, you send it back to us and get your money back including the freight charges, without a word of objection. You undoubtedly want a magnificent rocker in your home and this is your opportunity to have one at factory price and on such easy terms that you will never miss the money. Why not order one now?

Description Massive mahogany finished rocker has a solid base, exceedingly strong and it is built according to the most approved model of platform rockers. The entire frame is made extra heavy and its lines are of the most graceful type. The seat is equipped with heavy tempered steel coil springs over which is placed the deep upholstering in the most workmanlike manner. The deep tufting is magnificently executed and the beautifully ruffled front perfects the charm and style of this rocker. The seat is extra wide and deep; the arms and back are high and the cushions unusually soft. The upholstering is of the most dependable and lasting materials and the covering throughout is of the very finest and heaviest grade of Sultan Leather, which will wear better than the average grade of hide leather. Out patent double prong never-come-loose tufting buttons are used in the upholstering of this rocker. The extra heavy "Pullman" top and the deeply cushioned sides are crowning points of comfort and beauty in an upholstered rocker and are carried out to perfect effect in this article. In fact, there is no detail of its construction that does not show superb quality and careful workmanship. The beautifully finished base is highly polished, and is the only wood work showing, the balance of the frame being entirely covered with the deep rich upholstering. Shipping weight, 75 pounds.

$13.15 Gold Medal Brand Leather Rockers $36.50

Massive, Quarter-Sawed Oak Rocker

No. 15L-220. Solid Leather, deeply upholstered seat on steel spring foundation. Massive quarter-sawed oak frame. Genuine Gold Medal Brand Rocker; rare art style design; extra large, roomy and elegant. Finished in rich golden and elegantly polished. Beautiful urn shaped massive fluted columns supporting arms and seat and joining in runners. Nothing more charming could be selected. Height of back 41 inches. Size of seat 26 by 21 inches. Shipping weight about 35 pounds. Terms $2.00 Cash; $1.00 per month. Our reduced price..... **$14.85**

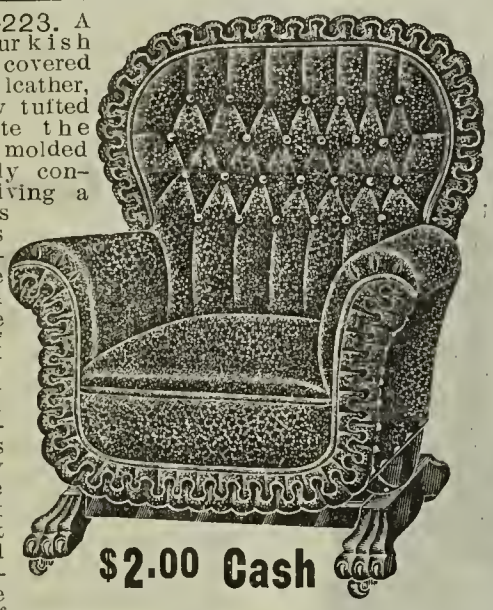
Magnificent, Upholstered Comfort Rocker

No. 15L-221. This Genuine Gold Medal Brand Leather Rocker is one of the most popular designs ever made. The deeply upholstered seat is covered in the finest quality of genuine leather. The foundation for upholstering is a full complement of steel springs interwoven and attached to the frame work. The frame work is of beautifully figured oak and the finish is as rich as that of a piano. This is a sumptuous rocker of unusually graceful, artistic lines, yet massive, heavy and strong. The broad back panel is elaborately ornamented with elegantly carved wreath. Height of back 41 inches; seat 26 by 21 inches. Shipping weight about 40 lbs. Terms, $2.25 Cash; $1.00 per Month. Price **$16.25**

Prize Gold Medal Brand Rocker

No. 15L-222. Genuine leather, richly upholstered seat and back. Quarter-sawed oak frame of massive proportions. Elegant hand carving. Realistic carved heads topping the heavy rear posts. Very stately, and pronounced by highest authority as the most perfect combination of artistic elegance and real practicability ever realized in chair construction. Superior steel spring seat foundation. Best grade filling and solid leather covering for upholstery. Splendid carving, choice quality of wood, beautiful design, and high grade upholstering. Size 44 inches high. Seat 28 inches by 20 inches. Terms, $2.50 Cash; $1.00 per Month. Price..... **$17.75**

Sensational Turkish Rocker Value



No. 15L-223. A splendid Turkish Rocker covered with Boston leather, with deeply tufted back. Note the attractively molded base, heavily constructed, giving a finish to this which is most artistic. The frame and platform are made of carefully selected solid oak well finished. Has carved claw feet. The spring work is the finest guaranteed construction and the filling is of the best grade. Has a full spring seat and extra high grade upholstery. Good quality casters furnished. Shipping weight about 90 pounds. Terms, $2.00 Cash, balance only $1.00 per month while you are using the rocker in your own home. Our reduced price..... **$13.15**

Unusual Beauty and Rich Quality

No. 15L-224. This is one of the most comfortable Turkish rockers made. Note the wide comfortable seat, the broad arms and the rounded back, spreading at the top into two wide ears or wings. It is thoroughly upholstered with a full complement of oil tempered steel springs, and covered with Boston leather. The filling is of the best quality. The framework is made of the choicest solid oak, beautifully polished. Shipping weight about 100 pounds. Terms, $2.00 Cash; $1.00 per Month. Our price..... **$14.95**

Massive, Elegant and Durable

No. 15L-225. We will ship you this magnificent Turkish Rocker upon receipt of $2.25. You can enjoy it in your home while paying the balance. Full spring seat, spring arm rests and spring back. Extra large size. Upholstered with a heavy Boston leather. The interior is the finest grade of upholstery. The beautiful oak frame and massive base are joined by the best grade springs, which permit an easy movement. Complete with best quality casters. Shipping weight about 110 pounds. Terms $2.25 Cash; $1.00 per Month. Our reduced price..... **$16.50**

The Very Height of Luxury

No. 15L-226. Genuine leather upholstered Turkish rocker of magnificent appearance. Upholstered with a covering of genuine No. 1 hand buffed leather, in diamond shaped tufts, each tuft being firmly secured with our guaranteed steel tufting button. The full spring seat, arms and back are fitted with a full complement of oil tempered steel springs, and stuffed with finest upholstery. The frame and massive base are joined by a fine grade of special springs, allowing a movement of the rocker in any direction. The frame is made of thoroughly seasoned golden oak. Shipping weight about 115 pounds. Terms, $3.00 Cash; $1.50 per month. Our reduced price..... **$21.25**

Magnificent Gold Medal Brand

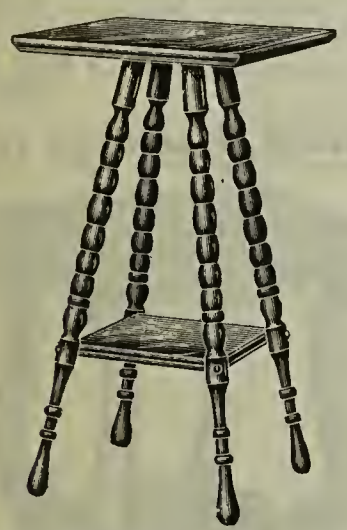
No. 15L-227. This splendid Turkish upholstered rocker at our extraordinary low price is one of the greatest bargains ever offered. It has a strong framework of solid oak, and is so shaped as to afford the greatest degree of comfort. It is also fitted with the celebrated Easy Rocking springs. The spring edge seat, broad arms and back are fitted throughout with a full complement of oil tempered steel springs, on our guaranteed steel construction. The upholstering is deeply tufted. It is covered with the best grade of genuine leather. Shipping weight about 130 pounds. Easy way to pay terms only $3.75 cash, balance $1.75 per month while you are using the rocker. Our reduced price..... **$26.75**

Luxurious and Massive--The Best Made

No. 15L-228. The best Turkish rocker made. Our factory price is $36.50. Most mail-order houses would have to charge $42.00 for an equal quality. This massive beautifully designed and richly upholstered rocker is covered entirely with the finest genuine leather. The upholstery is the best curled hair and the full steel spring foundation for the upholstering is the most improved and perfect. Carved claw feet. Shipping weight about 150 pounds. Terms, $5.75 Cash; $2.50 Monthly. Our reduced price, now only **$36.50**

79¢ *Department Of* Parlor Tables $1.50

The beautiful wood and the rich finish of Gold Medal Brand Tables distinguish them from all others. Homes of people in moderate circumstances can have the same style and air of refinement as those where the most expensive furnishings are found, because Gold Medal Brand furniture, although it represents a combination of quality, beauty and sturdy construction, costs no more than common grades. This is because the largest and finest parlor goods factory in America is now devoted to the construction of the famous Gold Medal Brand furniture for us. We are the sole distributors. The expense of manufacturers' traveling salesmen and the usual wholesaler's and retailer's profits have been eliminated, making a saving in cost never before attempted. We therefore guarantee every table shown on this and the following pages to be at least 25 per cent lower in price than the same quality can be had from any other dealer or mail order house in the United States. You are also given the advantage of our generous credit plan, by which you are required to make only a small first cash payment, the balance of the low cost price may be paid at your own convenience while you are using and enjoying the goods. It's easy to pay the People's way.



Good Quality—Low Price

No. 14E-821. This thoroughly well made and solidly constructed center table is made of selected seasoned hardwood finished in a rich shade of golden. It is an extremely attractive design with a top measuring 16x16 inches. Has large lower shelf and beautifully turned legs. There is not another house in the whole country that can offer such a value at this low price, which is made possible by our taking all the Gold Medal Brand tables turned out of the famous factory. Be sure to include one of these tables on your order, for it is a bargain. Shipping weight about 14 pounds. Our reduced price ..... **79c.**

Heavy Top and Legs

No. 14E-103. This handsome 20 inch top Parlor Table is made of the choicest solid oak and finished golden with a high royal gloss; or can be had in solid birch-mahogany: gloss finish. Please state which finish is desired. It is made with full box rim; large hand turned legs and large strong lower shelf. This table is made according to our specifications and sold at the low factory cost price plus our small profit. Positively one-fourth better than any other table ever sold at this price. Thoroughly guaranteed. Include one on your order. Shipping weight about 20 pounds. Our reduced price ... **$1.65**

Scalloped Top—Extra Fine

No. 14L-165. One of the most popular tables extant and one of the greatest bargains. Made of fine Golden Oak well finished, or can be had in birch-mahogany, at no additional cost. Has hand turned legs made from solid stock; well set and nicely patterned lower shelf. Top measures 20x20 inches; scalloped edge; box rim; polished brass feet with glass balls. This is a genuine Gold Medal Brand table, the high quality and superior workmanship of which is absolutely guaranteed. Be sure to mention whether you want oak or mahogany. Shipping weight about 30 lbs. Our reduced price **$2.49**

Handsome 24-Inch Top Table

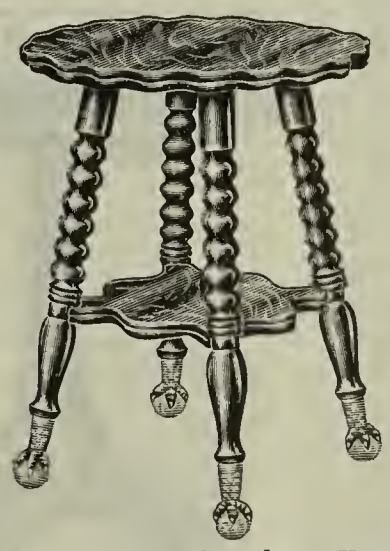
No. 14-L166. This is the best Parlor Table ever sold for $3.65. It has a 24x24 inch square top, with beaded box rim. very handsome, as the picture shows. The heavy French design legs are especially attractive and the strong lower shelf is artistically patterned. Made of golden oak or birch-mahogany, as ordered. Do not forget to mention which you want. It is needless to say that this is a very popular table. The splendid style and quality coupled with our low price make this an irresistible offer. A genuine Gold Medal Brand table. Shipping weight about 35 pounds. Our reduced price, ... **$3.65**

Very Unusual Value

No. 14F-140 A well constructed. dependable Parlor Table; golden oak or birch-mahogany finish. The handsomely shaped top measures 16x16 inches and the lower shelf is cut to match the fine top—in short, a table which. on account of its excellent qualities takes rank with the best shown by many dealers, and on account of our price stands as the greatest bargain in parlor tables ever offered. Shipping weight, about 20 pounds. Our reduced price **$1.38**

Solid Oak Table $1.87

No. 14E-824. Parlor Table, made in the big factory under most favorable conditions, so that we can sell them to our customers at a lower price than was ever dreamed of before. It has a heavy top, measuring 24x24 inches; box rim; beautifully turned legs, strongly bolted at top: made throughout of solid golden oak, or of imitation mahogany, with a royal gloss finish. Shipping weight about 25 pounds. Our reduced price. **$1.87**

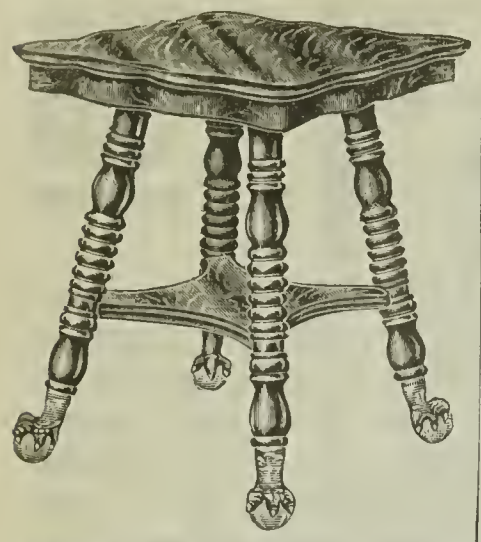


Round Top Parlor Table

No. 14L-167. Top is 24 inches in diameter and its serrated edge, with perfect curves and even bevels, gives a flash of dignified style that is not often encountered in a table at this low price. We can furnish this table in golden oak or birch mahogany. Lower shelf is handsomely patterned. Artistically turned legs terminate in brass feet with large glass balls. Shipping weight about 30 pounds. Our reduced price **$2.95**

Furnished in any Finish

No. 14L-168. You have your choice of beautiful Golden Oak, imitation Mahogany, Birdseye, or Curly Birch. Any one of these will be finished with equal elegance, and the design is the same no matter which wood you select. Size of top 24x24 inches. Large patterned lower shelf. Gracefully curved, artistic yet strong and substantial legs. Beveled edge top; box rim with patterned edge. Shipping weight about 30 pounds. Reduced price..... **$4.15**



Handsome Parlor Table

No. 14L-169. You can have this excellent parlor table made of golden oak or of birch mahogany. In either case it is beautifully finished with a high gloss. The large patterned top measures 24x24 inches, and is set on a box rim that is shaped to match the top. The heavy legs are of artistic pattern and terminate in brass feet with large glass balls. Shipping weight about 40 pounds. Our reduced price..... **$4.50**

Rich Design—Well Made

No. 14L-170. Made of choicest oak or birch mahogany as ordered. The large top is 24x24 inches in size. A strong, handsome, practical table. The heavy polished top has a beveled edge, and the box rim is artistically patterned. The heavy legs are strikingly handsome in shape; and the lower shelf also deserves special mention. Shipping weight about 40 pounds. Terms 75c cash; 50c per month. Our reduced price **$5.35**

Round Top—Extra Grade

No. 14L-171. It is made of choicest oak, or birch mahogany. Has a large round polished top 24 inches across and elegantly fluted legs. The lower shelf is beveled and patterned. Note how splendidly the edge of top is finished and how elegantly the deep box rim is grooved. Shipping weight about 40 pounds. Terms 75c cash; balance 50c a month. Our reduced price **$5.95**

Popular Patterned Top Table

No. 14L-172. These goods cannot be approached in quality elsewhere at the price. The large polished, patterned top is 24x24 inches in size; has patterned box rim to match. Beautifully turned legs. Brass feet with glass balls. Choicest oak, or birch mahogany, elegantly finished. Shipping weight about 40 pounds. Terms $1.00 cash, balance 50c a month. Our reduced price..... **$6.75**

Strikingly Beautiful New Design

No. 14L-173. It would be impossible to equal this richly finished birch mahogany parlor table elsewhere at our figure. This is one of the Gold Medal Brand tables and is conceded to be a most extraordinary bargain at our low factory price. If you want unusual style and high quality you want the Gold Medal Brand, and here is the opportunity to get one at small cost. Note the large beautifully figured top which measures 22x22 inches, also the French design legs and ornately patterned lower shelf. The heavy pillars or legs extend through the perfectly joined box rim and are most artistically finished. Carved claw feet. Our facilities for manufacturing fine parlor tables are manifestly superior to those of any other concern; and that our advantages are shared with our customers is evident in this low price. Shipping weight about 40 pounds. Terms $1.00 cash, balance 75c per month. Our reduced price..... **$7.25**

Rich Elegant Double Shelf Table

No. 14L-174. Your choice of beautiful golden oak or birch mahogany. Be sure to specify on your order which you want. The great popularity of this number is proof enough of its extraordinary value. The elegant finish of the wood is the subject of special comment, for it is indeed beautiful. You will be attracted too, by the handsome art-style design. With its pronounced French legs and stylishly patterned twin shelves and round polished top, it is indeed a most extraordinary table. An ornament to any parlor. The large top is 24x24 inches in size, with superior moulded edge and deep box rim. The two lower shelves are a novel feature of this handsome piece and furnish additional room for such articles as are usually placed upon the parlor table. They also add to the strength of the table, giving a double brace to the pretty French shaped legs. Shipping weight about 40 pounds. Terms $1.25 cash, balance 75c per month. Actual value $12.00. Our reduced price **$7.75**

Magnificent Design, Exceptional Value

No. 14L-175. Rich mahogany or beautiful golden oak wood. You take your choice, but be sure to tell us on your order which you prefer. The picture here shows it in mahogany, however, the oak is just as elegant and the design is exactly the same. Some people prefer oak and some mahogany, so we leave the choice with you. This wonderful Gold Medal Brand table has admirers in every state in the Union and the heavy demand for it shows that people appreciate our superior Gold Medal Brand goods. The large polished top measures 24x24 inches. It has handsomely rounded edge and attractively patterned box rim. The legs of this table are deserving of special comment because of their rare beauty and the strong lower shelf is very artistic. Shipping wt. about 40 lbs. Terms $1.25 cash, 75c per month. Price **$8.50**

A New Gold Medal Brand

No. 14L-176. Made of Golden Oak, Weathered Oak, Early English Oak or Mahogany. Be careful to state on your order which is wanted. The illustration here shows the table in mahogany and you will note that it is extremely elegant. When made of choice oak this table is also exceptionally attractive. The elegant French legs are most beautifully designed and finished and extend through the perfect box rim. The top is perfectly round, measuring 24 inches in diameter, and is smoothly joined at right angles with the rim. The lower shelf is large in size, prettily patterned and elegantly polished to match the polished top. This is a strong design and a great favorite. Our extensive traffic in these fine goods makes possible this low price. Everything we sell is thoroughly guaranteed. You can buy this table on 30 days' approval—it is sure to please you. Shipping weight about 40 pounds. Terms $1.25 cash, balance 75c per month. Our reduced price **$8.95**

Finished in Oak or Mahogany

No. 14F-152. This Grand Colonial Parlor Table is of such surpassing beauty as to attract instant attention. Because we have our own large table factory we are able to market this table at a price lower than your local dealer can buy it at wholesale. Built of American quartered oak or birch mahogany polished until the beautiful color of the wood shines with mirror-like brilliancy. The top is 24x24 inches in size mounted on a strikingly beautiful urn-shaped solid pedestal and base. There's strength and elegance combined in this table. It is a rich Gold Medal Brand design and is so thoroughly well made that its high quality is at once noticeable. Such a table will add materially to the elegant appearance of your parlor and always be a source of pride and enjoyment. When you order this table you are getting the quality you would pay 40 per cent more for elsewhere. Shipping weight about 45 pounds. Terms $1.50 cash, 75c monthly. Our reduced price..... **$9.75**

A $20 Mahogany Table for $13.50

No. 14F-146. This picture gives you but a slight idea of the magnificence of this superior Gold Medal Brand Parlor Table. You must see it to appreciate the fine workmanship, piano polish finish and the masterly design. The massive round top measures 25 inches in diameter and it is firmly supported by a 5½ inch solid column. It has a shaped spreading base with handsomely designed legs. This Parlor table is constructed of the choicest Empire mahogany, hand rubbed and polished until it shines with mirror-like brilliancy. There is something about this Gold Medal Brand design that appeals to one's fancy; it is strong and massive, yet it carries a touch of style that is ideal. It is the most popular table we ever sold. We can conscientiously state that this is the best parlor table ever offered for less than $20. Order one and prove it to your own satisfaction. Shipping weight about 45 pounds. Terms $2.00 cash, balance $1.00 monthly. Our reduced price.... **$13.50**

ART-STYLE PARLOR CABINETS $24.25

THE MOST ARTISTIC CREATIONS IN THE FURNITURE WORLD. POSITIVELY CANNOT BE DUPLICATED AT OUR PRICES.

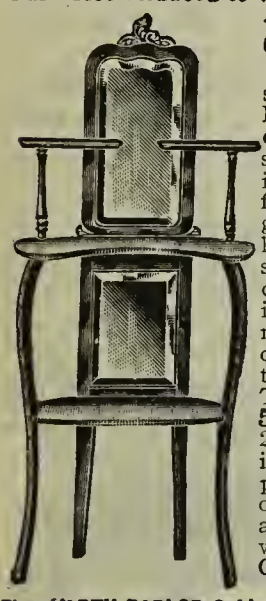
At **$4.75 to $24.25** we show the most artistic and most substantial line of parlor cabinets ever offered the public. Each design is absolutely new for the season and exclusive with us. The prices represent the bare cost of manufacture, plus a small per cent. of profit. We buy such enormous quantities with which to stock our ten great stores that we dictate our own wholesale price and, therefore, we can afford to offer them to our customers at the lowest figures ever heard of. Remember It's Easy to Pay—the Peoples' Way.

"ART" PARLOR Cabinet $4.75

No. 19E-101. This Parlor Cabinet is made of select birch with perfect mahogany finish. It is thoroughly well made, all joints and tenons carefully and perfectly fitted. Height 53 inches, width 22 inches. French bevel mirror measures 6½x12 inches. Parlor cabinets very similar in design may be offered you for less money, but they cannot be guaranteed nor depended upon as to durability or service. We safely guarantee our price to be 40 per cent. lower than others ask for the same quality of goods. We will ship this Cabinet to you upon receipt of 75c cash. Balance 50c monthly. Shipping weight, 60 pounds. **Our Price Reduced to ... $4.75**

This "ART" PARLOR Cabinet $6.35

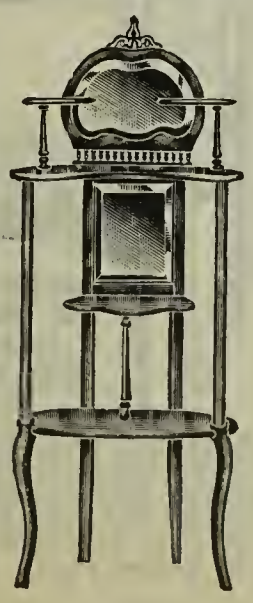
No. 19E-102. This always popular design Parlor Cabinet is of most pleasing proportions, standing 61 inches high, and 22 inches wide. The handsome oval French bevel 8x14½-inch mirror in top is handsomely framed and gives the top a perfect balance. Note the three shelves with their gently rounded edges supported by the strong yet artistically curved French legs. This cabinet is made of birch with beautiful polished mahogany finish. Bear in mind, this is a genuine art-style Parlor Cabinet. It is often imitated but with cheap wood and poor workmanship and offered the public for less money. Terms: 75c cash, balance 50c per month. Shipping weight 60 pounds.
Our Price Reduced to $6.35



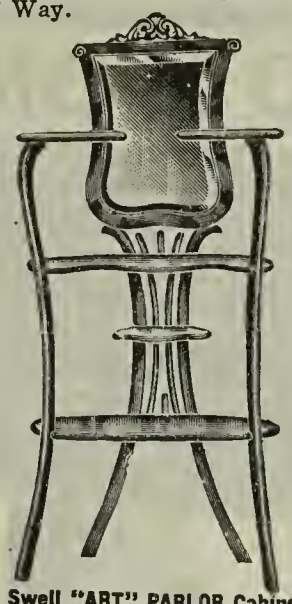
This Choice "ART" PARLOR Cabinet Reduced to $7.85

No. 19E-103. This handsome, artistic, piano polished Parlor Cabinet is made of choice solid birch. The construction is strictly high grade in every detail; is perfectly fitted, and of a new and graceful design. The two large mirrors and the fancy shaped shelves give this cabinet distinction and make it very desirable. Both mirrors are French bevel, the top one 10x16 inches in size, and the lower one 9x12 inches. The height of this cabinet is **55 inches, while the width is** 24 inches. No parlor is furnished complete without a parlor cabinet. We offer this one on terms of $1.25 cash, and 75c per month. Shipping weight 60 pounds.
Our Price Reduced to ...$7.85

Fine "ART" PARLOR Cabinet Price Reduced to.....$9.90



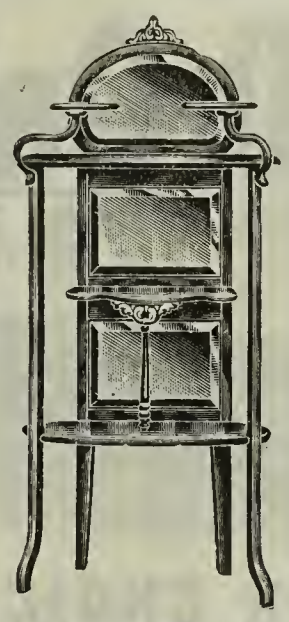
19E-104. We offer this Parlor Cabinet as the equal of any you can buy elsewhere at $15 to $20. The wood used is the finest wavy grain birch finished in elegant mahogany finish and hand polished. Note the patterned French bevel mirror, measuring 8x12 inches, in top and the other French bevel mirror, which measures 8x10 inches. How well they are arranged above the shelves so as to mirrior every article placed before them! The design is strikingly handsome; the construction is most thoroughly dependable and the surface produces a smooth finish in a bright lustre. Height 54 inches. Shipping weight, 60 pounds.
Our Price Reduced to... $9.90
(1.50 cash, 75c monthly)



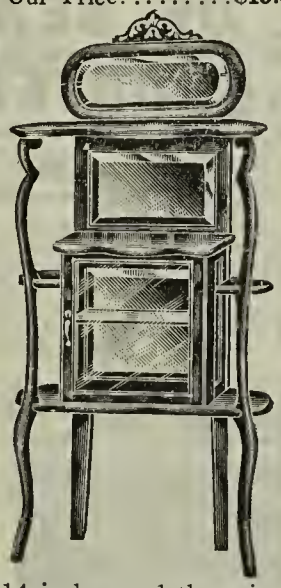
This Elegant "ART" Cabinet.....$11.75

No. 19E-105. This high quality Parlor Cabinet sells in retail stores at double our price. We want you to realize that all our parlor cabinets are so finely finished that those made of birch can hardly be distinguished from the genuine mahogany wood. The height of this splendid cabinet is 61 inches and the width is 28 inches. The wood used is finest grained birch with genuine mahogany finish. The large French bevel mirror is of a pattern design and measures 14x18 inches. Terms: $1.50 cash, 75c monthly. Ship. weight, 65 pounds. **Our Price. .$11.75**

Swell "ART" PARLOR Cabinet Price Reduced to ..$13.50



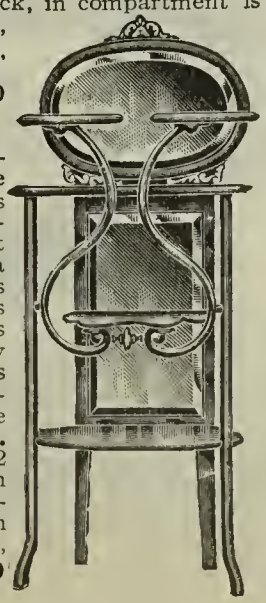
19E-106. This illustration gives you but a slight idea of the handsome effect worked out in this cabinet. The three mirrors in back give to the frame great rigidity and the simplicity of construction throughout lends an air of elegance most desired. Standing as it does, 59 inches high and 27 inches wide, this cabinet is amply large. The French mirrors are all deeply beveled, the top one is 10x16 inches in size and the lower two are each 10x14 inches. Made of choice birch, mahogany, polish finish. Shipping weight, 65 pounds. Terms $2.00 cash, $1.00 monthly.
Our Price.....$13.50



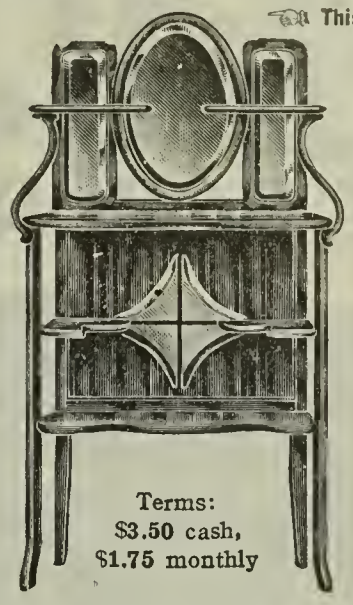
"ART" Cabinet $14.90

No. 19E-107. This is one of our choicest designs in parlor cabinets and is made throughout of fine grain birch, mahogany finish, hand rubbed and highly polished. A special and most desirable feature of this cabinet is the glass enclosed compartment with glass door in front and solid mirror back. This compartment contains one plate glass shelf and admits of the safe keeping and pretty display of curios, keeping them dust proof and from awkward hands. The height of this cabinet is 56 inches· the width 27 inches. Top French bevel mirror is 6x16 inches; mirror above compartment is 8x 14 inches and the mirror back, in compartment is 12x14 inches. Ship. weight, 70 pounds. Terms $2.00 cash, $1.00 monthly.
Our Price Reduced to..$14.90

SUPERB ART CABINET



No. 19E-108. Note the exquisite design of this fine "Fashion" Parlor Cabinet. Its beauty grows on one, as it cannot fully be appreciated at first glance. It has extra large top and lower shelves and three smaller shelves which are bracketed by means of a fancy scroll in a pretty urn shaped effect. It is ornamented with hand carvings and has two extra large French bevel plate mirrors. Top mirror measuring 14x22 inches and the full French bevel mirror back 14x24 inches. Height 64 inches, width 26 inches. Shipping weight, 70 pounds. **Our Price...$18.90**
($2.75 cash, $1.25 monthly)



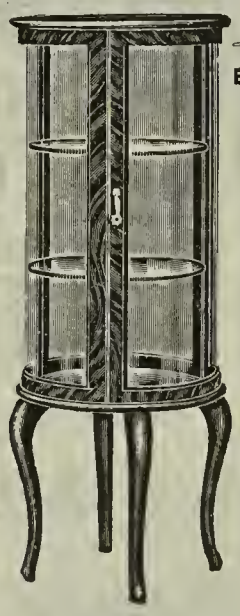
Terms:
$3.50 cash,
$1.75 monthly

This Elegant Cabinet $20.25

19E-109. We offer this new "Fashion" design parlor cabinet as the equal of any Parlor Cabinet you can buy anywhere at $35 to $40. The wood used is the choicest solid birch mahogany with piano polish finish. The high finish and the profusion of mirrors on this cabinet cause the articles placed on it to be reflected producing a pleasing effect. It has a profusion of shelves and French bevel mirors as illustration shows. The two mirrors at top and on either side are 5x16 inches, the center oval mirror measuring 12x18 inches. The four mirrors in center of back, forming a diamond shape, each measure 6x6 inches. Height 59 inches; width 33 inches. Shipping weight, 75 pounds. **Our price. $20.25**

PARLOR CABINET $19.35

No. 19E-110. This is a most pleasing and popular design in a closed Parlor Cabinet. Note the elegance of the frame with its fine birch mahogany, polished to give a high lustre. Note, too, the large solid mirror back to this cabinet, measuring 15x28 inches and the two plate glass shelves; also the handsome glass door and sides and the French shape legs strengthened by a neat lower shelf. It's easy to pay —$2.75 cash and $1.25 each month for this cabinet. This cabinet is of good size, measuring 53 inches high by 20 inches wide. Shipping weight, 75 pounds. **Our Price ...$19.35**



This Beautiful "ART" PARLOR Cabinet $22.40

No. 19E-111. Elegance is the keynote of this art-style center Parlor Cabinet. It is made of choice grained birch, hand rubbed and polished to a piano polish finish. It stands 48 inches high and is 19 inches wide; is fitted with two plate glass shelves, and rests on four heavy fashioned French legs. This cabinet is entirely enclosed in glass and is dust proof, making it most desirable for valuable curios, shells, etc. Buying as we do from the factory we save you at least **$5.00** in the price of a cabinet of this quality. Shipping weight, 70 pounds.
Our Price $22.40
($3.00 cash, $1.50 monthly)

Extra "ART" Cabinet $24.25

No. 19E-112. This "Fashion" Parlor Cabinet is built with the purpose of combining extreme utility with great beauty. We built here a cabinet that will last for generations and one that will always remain in style. This cabinet attains the extreme height of 66 inches and in width is 28 inches. It is made in either solid oak, or in birch, mahogany finish. The beautiful, large mirrors, one 16x24 and the other 24x30 inches, are genuine French bevel, and together with the two movable plate glass shelves and one movable mahogany shelf, make an appearance that will add 50 per cent. to the splendor of any parlor. Shipping weight, 75 pounds. Terms: $3.50 cash, $1.75 monthly.
Our Price Reduced to.. $24.25

ART-STYLE DESIGN

Library Table $10.95

PRICE NOW REDUCED to ONLY

EASY TERMS.

No. 37G-117 Never before in the history of the housefurnishing business was such a magnificent library table offered at this low factory wholesale price. This beautiful Art Style design is made of solid quarter sawed oak with elegant polish finish. If desired, it will be furnished in the dull finish. We can also supply this table in genuine Northern Birch Mahogany with piano polish finish. Be sure to specify on your order whether you want oak or mahogany.

We challenge the world to equal this magnificent bargain, and we urge you to order it sent to you now, so you can see for yourself how we save you almost half on the price.

$1.50 Cash; 75c a month for this table

$1.50 Cash

BALANCE 75c A MONTH

Full Size 28x42 Inch Top

WE SHIP ON 30 DAYS APPROVAL

ORDER THIS BY NO. 37G-117

YOUR CHOICE OF BEAUTIFUL BIRCH MAHOGANY OR QUARTERED OAK

Every Detail in the Making of this magnificent library table is done with such care and exactness that it has an entirely different look from the ordinary. It has every appearance of the most expensive tables. It is made of the choicest, beautifully figured quarter sawed oak, or in rich Birch Mahogany, as ordered. Its proportions are massive and harmonious, and its elegant appearance is noticed and commented upon by all who see it. Such a grand piece of furniture as this will improve the appearance of the home and make it more cheerful and attractive.

Low Price Explained This magnificent table is one of the many articles we have made up in tremendous quantities in our big factories. Michigan is the greatest furniture producing state in the Union and Detroit is Michigan's largest city. We are located here where we have every advantage and can sell our fine "Art Style" goods direct from factory at prices even lower than others ask for the cheap grades. Michigan furniture is sold all over the world—buy it direct from headquarters, we save you all middle profits. **No. 37G-117. Library Table; Our Price $10.95**

$2.50 A SERVICEABLE LIBRARY TABLE $3.85

A Solid Oak Library Table constructed in the most durable manner at a price within the reach of everybody. Has 2½ in. legs of the fluted design firmly mortised to wide rim, and bolted to a highly polished top. Suitable also for a back parlor or student's room. We have four styles of this excellent library table in stock with a difference in price according to size of top and presence or absence of drawer. A high grade article in everything but price. Shipping weight 45 lbs.

37F-100 Top 24x36 without drawer. **Our Price $2.50**
37F-101 Same with drawer. **Our Price..... 3.25**
37F-102 Top 28x42 without drawer. **Our Price 3.30**
37F-103 Same with drawer. **Our Price..... 3.85**

SOLID OAK TABLE $4.65

No.37G -118 Nothing to compare with this fine table was ever before offered at such a sensationally low price. We make them by the thousands and sell them at actual factory cost plus our one small profit. Made of solid oak, golden finish or in imitation mahogany if desired. Size of top, 19x27 inches. One drawer; brass trimmings. Shipping weight, 50 pounds. **Our Reduced Price..... $4.65**

$3.65 A 22 x 32 INCH TOP LIBRARY TABLE $3.65

37F-104 A neatly designed solidly constructed library table calculated to last for generations. Has a spacious drawer fitted with plain brass handle; nicely beveled top, measuring 22x32 inches; also lower shelf adapted to holding papers magazines, books, etc. Made throughout of solid ash and highly polished. No table of equal merit has ever been placed on the market at our extra special price. Shipping weight, 45 pounds.

Our Reduced Price..... $3.65

Special Offer $13.95

FASHIONABLE "Gold Medal Brand" LIBRARY TABLE

IT'S EASY TO PAY THE PEOPLE'S WAY

No. 37L-121. Did you ever see a more practical or more beautiful library table anywhere, at any price? This is a prize design. And it proves itself to be a prize in every home that it is placed. It is made of choice quarter-sawed oak. The finish is superb. The beautiful flake and wave in the grain shows off to perfection through the rich finish and gives to the table that magnificent appearance found only in the highest grade furniture made. We do not hesitate in challenging the world to equal this wonder-bargain.

$2 Cash

Balance $1.00 per month

Made of Quarter-Sawed Oak

We can furnish this Table in Birch Mahogany if desired.

Very Popular

Everyone who buys this table is well pleased with his bargain. This fact alone is proof that it is a remarkable value. It is invariably recognized as a very fine article. Thoroughly guaranteed.

Mahogany If Desired

If you prefer mahogany finish to the oak, please mention on your order that you want birch mahogany with piano polish finish. Every home wants a fine library table. It is the most useful and conspicuous article of furniture in the house. A beautiful table like this adds so much to the fine appearance of the whole room.

Our Great Factory Interests

and our advantages in being located in the heart of the furniture world make possible this sensational offer — this exceptional opportunity to buy a library table of genuine Gold Medal Brand at a price even less than is generally asked for the most ordinary grades. Send us your order today for this magnificant library table.

Detailed Description

The large polished top measures 42x 28 inches. Massive legs and strong lower shelf. Has full size drawer with finest trimmings. Very strong and substantial. Made of quarter-sawed oak of the finest selected grade or choice birch-mahogany. Specify which is wanted. Shipping weight about 100 lbs. Terms $2 cash, $1 per mo. Our reduced price **$13.95**

75c Cash. Balance 50c a Month

No. 37F-106. This beautiful "Fashion" design Library Table is made of the choicest solid oak and finished in rich golden oak, polished; or it may be had in rich mahogany polish finish. Oak will be sent unless otherwise specified. The top is 20x30 inches in size, containing a roomy drawer fitted with cast brass handles securely bolted. The shapely French Legs are securely framed into the heavy box rim, Has spacious lower shelf, heavy legs and is strictly high grade in construction and finish. Shipping weight 50 pounds. Terms 75c cash, 50c a month. Our reduced price..... **$6.48**

Elegant Solid Oak Library Table

No. 37G-119. This Large Convenient Library Table is of a most popular design and is constructed of choice solid oak, polish finish or in birch-mahogany; state which you want. It has heavy handsomely milled legs firmly joined to the box rim and top rigidly braced below by the heavy cross pieces which support the large lower shelf. Large drawer with brass drop handles. We sell more library tables than any other two similar concerns because our prices are lower on high grade goods. Size of top 24x36 inches. Table stands 30½ inches high from floor. Shipping weight, about 55 lbs. Our reduced price, **$7.95**

Terms $1.25 cash, balance only 75c monthly.

Gold Medal Brand Library Table

No. 37L-122. This Library Table is not only of most artistic design, but is of the most dependable construction. We have taken extreme care to fashion this table out of extra heavy thoroughly seasoned solid oak, and to give it an elegant finish (your choice of dull or polished.) Also furnished in birch-mahogany, piano polish, at same price. It has full box rim, large top drawer with cast brass drop handles; large patterned lower shelf and heavy shapely French legs. Size of top 24 by 36 inches. Be sure to mention on your order which finish you want. Shipping weight about 60 lbs. Terms $1.25 cash, 75c a month. Our reduced price..... **$8.95**

Dull or Polished Oak or Mahogany

No. 37L-123. The immense quantity of these tables that are sold by us is a pretty good indication of the extraordinary value. People know bargains when they see them and everyone who has ordered this table has been delighted with it. We receive letters nearly every day from enthusiastic customers. Note if you will, that this handsome table can be furnished in three different finishes. If you choose this table made of oak please mention whether you want dull or polished finish. And if you want mahogany be sure to say so when you order, and thus avoid any mistake. The large size and elegant design of this table has brought it into great favor. The polished and bevel edged top measures 26 inches wide by 42 inches long. Has large drawer with brass pulls: large patterned lower shelf and extra heavy French shape legs. Gold Medal Brand tables are recognized by experts as the highest standard of quality in tables. The wood used in their construction is the very highest grade. Shipping weight about 65 pounds. Terms, $1.50 cash; balance 75c. per month. Our reduced price..... **$11.95**

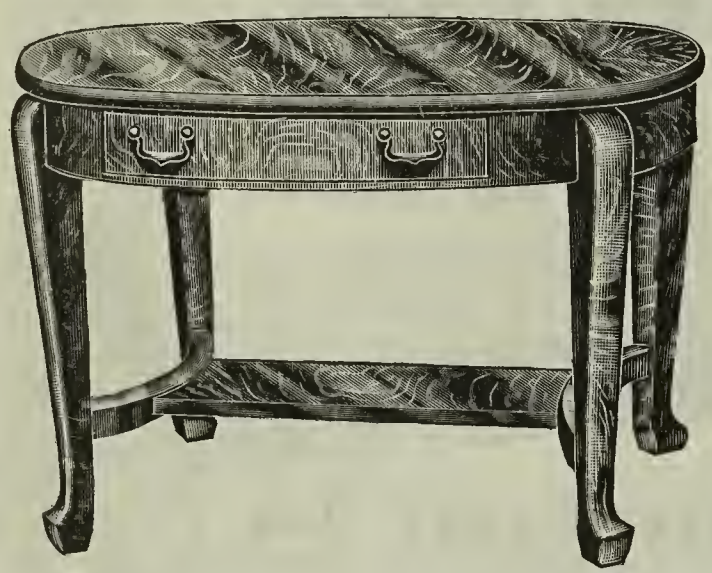
Rich Design Library Table

No. 37L-126. A new Gold Medal Brand design of surpassing beauty and elegance. Made of choice quarter-sawed oak and finished in rich golden at the price below. See below for price if made of genuine mahogany, piano polish finish. In either oak or mahogany it is a rare value. Look at the large hand carved heads on the four corners; and see the massive carved claw feet. This superior table is made right—it is strong and substantial, yet it has the most graceful and artistic lines. Splendid trimmings: large lower shelf; extra big drawer. The large brilliantly polished top measures 42 inches long by 28 inches across. Its unusual attractiveness is at once recognized. Everyone who sees this table is struck with its elegance and beauty. And its quality is of the highest standard. Everything we sell is absolutely guaranteed. Order this table to-day if you want a great bargain. Shipping weight about 100 pounds.

Made of Quarter-Sawed Oak. Terms, $3.00 cash, $1.50 a month. Price **$20.95**

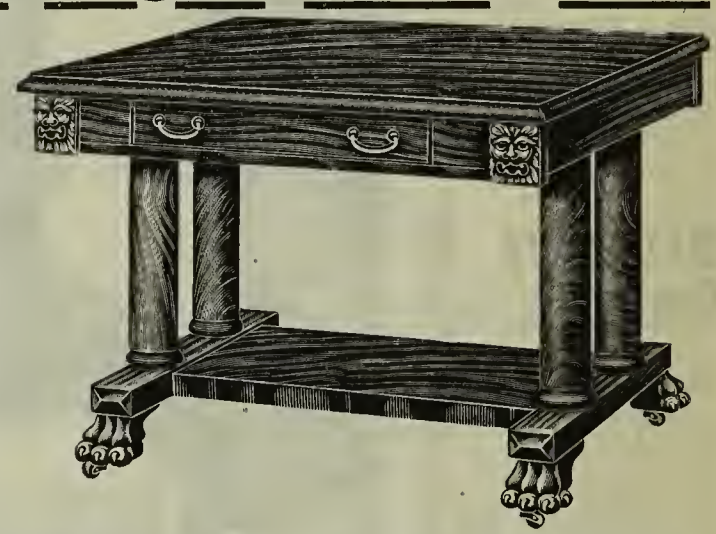
Made of Solid Mahogany. Terms, $3.50 cash. $1.75 a month. Price. **$23.85**

A Rare Value—Splendid Design



No. 37L-124. It's pretty hard to beat this design, for no matter how you figure it seems to "just fill the bill." For size, style, and practical use it can not be excelled. We make this handsome library table in Golden Oak with dull or polished finish. We also make it in Birch Mahogany. Be sure to tell us which wood and which finish you want. The top of this table is a perfect oval shape and the edge is perfectly rounded. The polished top is one of the most handsome and elegant ever made. The deep box rim is made of choice stock and is bent to match the perfect oval top. The massive and artistically designed legs extend through the rim and are joined in such a way as to insure everlasting stability. The lower shelf is large and perfectly joined to the four legs, insuring strength and at the same time preserving a stylish outline. Solid oak or birch mahogany.. Shipping weight about 90 pounds. Terms, $2.00 cash; balance $1.00 per month. Our reduced price.... **$13.50**

Massive Elegant Library Table

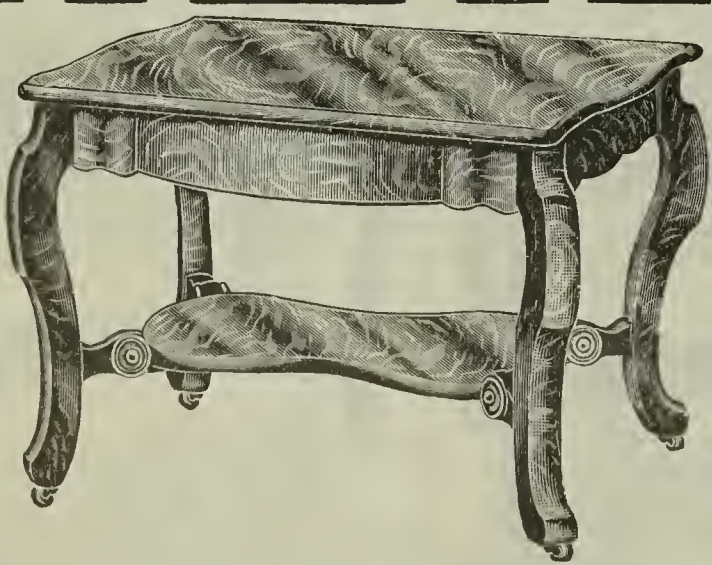


No. 37L-127. This magnificent table comes in quarter-sawed oak or in mahogany. The price is $21.50 for the oak, and $23.75 for the mahogany. The marvelous beauty of the design and the elegant polish finish are the distinctive features of this unusually high grade table. The massive Grecian pillars (and there are four of them, as the picture shows) are perfectly made. The wood used in the construction is the finest, choicest grade, and either the oak or the mahogany has an unusually beautiful grain. This is a significant point and you will find that the wood used in Gold Medal Brand furniture is far superior to the average grades used and that the finish, therefore, is much more beautiful. This is a massive table with large polished top measuring 42 inches long by 28 inches wide. Large drawer: finest trimmings. Exquisitely carved heads on corners, large carved claw feet. Shipping weight about 100 pounds.

Made of Quarter-Sawed Oak. Terms, $3.50 cash, $1.75 a month. Price **$23.75**

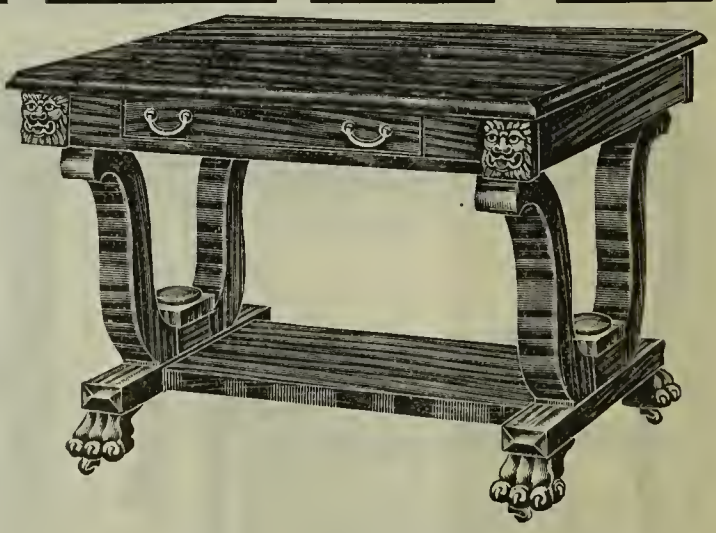
Made of Solid Mahogany. Terms, $3.50 cash, $1.75 a month. Price.. **$25.50**

Handsome and Practical—Low Price



No. 37L-125. We are proud to offer this magnificent new Gold Medal Brand parlor table to the public at the low figure here quoted. To those who are well acquainted with the high quality of Gold Medal Brand goods this price will be recognized as extremely low. It is a value that we can recommend most highly, for it is one of the most beautiful as well as the most serviceable library tables made. It will appeal to your artistic instinct as just the table you want. It is a design that will grow in favor with anyone. There is something about this table that is above the ordinary—the wood is of selected grade, and the finish, too, is superb. The large patterned top measures 26 by 42 inches. Handsome lower shelf with carved supports. Heavy and extremely artistic legs. Deep box rim, patterned. Made in Golden Oak, Weathered Oak, Early English Oak, or Birch Mahogany. Please state on your order which is preferred, and also mention this order number to avoid any mistake. Shipping weight about 95 pounds. Terms, $2.50 cash; balance $1.00 per month.. Our reduced price..... **$16.75**

Most Magnificent Library Table



No. 37L-128. Without doubt this is one of the most beautiful of library tables. Everyone who has seen it is infatuated with its marvelous elegance. In such a magnificent design the famous Gold Medal Brand quality shows off to the greatest advantage. The superior grade of wood used is a noteworthy point, for the beautiful shade and glistening polish adds unspeakable grandeur. It is far superior to any table ever before sold at an equal price. We make this table of either quarter-sawed oak, or finest mahogany. See prices of each below and be sure to mention on your order which you want. The massive urn-shaped pillars are the handsomest ever designed and the richly carved heads and carved feet are extremely ornamental. Large polished top measures 42 by 28 inches. Fitted with large drawer. Elegant trimmings. Nothing finer made. Shipping weight about 100 pounds. This is a rare bargain.

Made of Quarter-Sawed Oak. Terms, $3.50 cash, $1.75 a month. Price **$24.50**

Made of Solid Mahogany. Terms. $3.75 cash. $1.75 a month. Price... **$26.25**

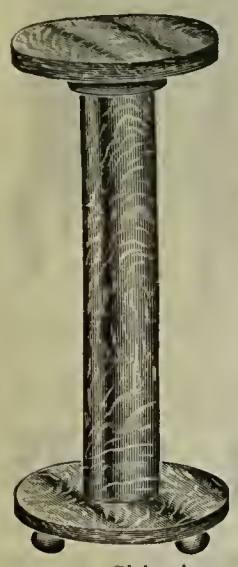
$2.45 "FASHION" PEDESTALS $5.65

DISTINCT ART-STYLES

ART-STYLE TABOURETTES

At 75c to $2.65 we show the finest values in the world

Our Special Leader, $2.45



No. 17E-101. This simply designed pedestal stands 36 inches high and is built throughout of the choicest solid oak, finished in golden or weathered oak or birch mahogany, highly polished. Top measures 13x13 inches in diameter, and the handsome column is mounted on a base of dimensions equal to the top. Just the thing to hold a lamp, piece of statuary or bric-a brac. This is one of those decorative pieces of furniture that go to beautify the home at a small cost. Shipping weight about 25 pounds.

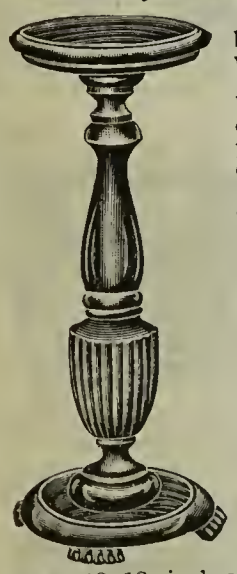
Our reduced price **$2.45**

Elegant Pedestal, $3.25

17F-107. This heavy and well proportioned Pedestal is made in Oak with rich golden finish, or in mahogany finish. Please state which you want (oak or mahogany) when you order. The design is very artistic and with its rich finish this pedestal presents an elegant appearance. The top measures 12 inches in diameter. This pedestal stands 35 inches high from the floor and has a heavy base well patterned. The greatly reduced price on this fine article makes it an unusual bargain. Shipping weight, 24 pounds.

Our price only..... **$3.25**

Art-Style Pedestal, $3.85



17F-108. Note the beautiful art-style vase design of this pedestal, for it has been pronounced by expert designers of parlor goods to be one of the handsomest yet produced. The carved claw feet, the beveled base, and the beautifully turned double top are evidences of the highest quality and combine to give added grace and charm to this elegant article. You are sure to be more than pleased with this pedestal and we guarantee it to be exactly as represented. Top measures 13x13 inches; height 35 inches. Furnished in polished oak, weathered oak, mahogany finish or early English oak finish. Please specify your choice. Shipping weight, 25 pounds.

Our reduced price..... **$3.85**

The Easy Way--75c Cash, 50c Monthly

No. 17E-103. This elegant pedestal will prove a pleasing addition to any parlor, sitting room or library. Made of specially selected quarter-sawed, highly polished, golden oak, weathered oak or in birch mahogany polish finish. Top measures 12 x 12 inches, while the pedestal is 36 inches high. Strictly first class in every detail. It certainly is what may be aptly termed a genuine bargain at the figure quoted. Shipping weight, 25 pounds.

Our price **$4.45**

75c Cash; 50c a Month

17F-109. This magnificent pedestal is a genuine Art-style design and made in the Grecian style now so popular. The plain richly finished top, the massive cylinder pedestal, and heavy carved base are features of this article which make it incomparably beautiful as well as exceedingly practical. The top measures 13x13 inches. Height from floor, 35 inches. It is supplied in all the finishes: Mahogany, polished oak, weathered oak, or early English.

Please specify which finish you want when you order.

Our reduced price **$4.95**

75c Cash; 50c a Month

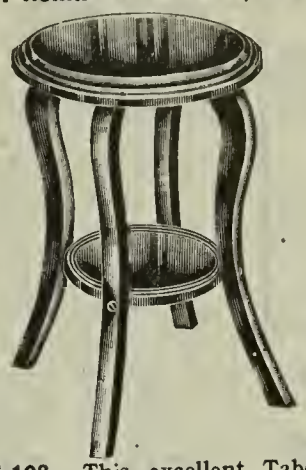
17F-110. No more beautiful Art-style design could be made than this one. We offer you here the finest pedestal on the market at a greatly reduced price. Look at this magnificent design, examine every detail and you will declare this by far the most handsome and artistic pedestal made. The graceful curves of the urn shaped center and the perfect evenness of the rich carving are exclusive features of this finest, highest grade pedestal. It has carved claw feet, double beveled top and base and is of massive size. Top measures 13x13 inches. Height, 35 inches. Shipping weight, 26 pounds.

Our reduced price **$5.65**

Terms: 75c cash; 50c a month.

We hold ourselves responsible for the safe delivery of your goods. Satisfaction guaranteed or money back. We trust you privately. It's Easy to Pay the PEOPLE'S Way.

A Remarkable Value, 75c



18F-103. This excellent Tabourette is of a neat and pleasing design and solid construction. It is of good size, with a round double top with fancy bevel edge. Top measures 12 inches in diameter. This tabourette is made with French legs and is well braced by the convenient lower shelf. The finish is in rich golden oak with a beautiful gloss. Shipping weight, 18 pounds.

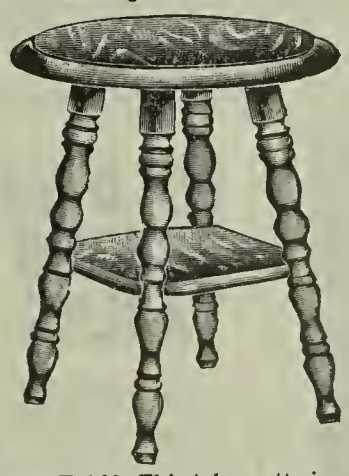
Our reduced price **75c**

Quartered Oak Tabourette, 98c

18L-106. This is a new design of rich appearance and great serviceability. It is made of choice stock and the elegant finish is admired by all who see it. The large square top measures 10x10 inches. It has French legs held solidly in place by the most artistic lower shelf. The workmanship is that of experts. You will be more than pleased with this Tabourette, and our low price makes it an easy matter to own one.

Shipping weight about 24 pounds. Our reduced price..... **98c**

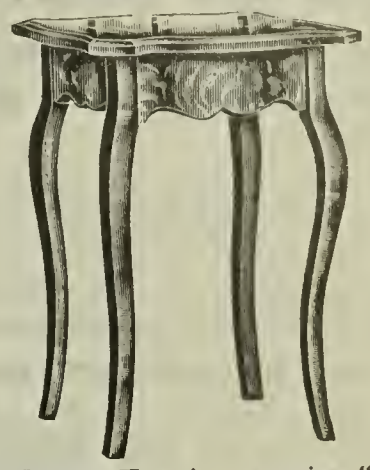
Extra High Grade, $1.19



No. 18E-869. This tabourette is solidly built, of select quarter-sawed, highly polished golden oak, or birch, perfect imitation mahogany finish The top measures 15 inches in diameter, and in all, the tabourette measures 18 inches in height. Legs are hand turned and braced by a lower shelf. A wonderful value at our low factory price. Shipping weight, 20 pounds.

Our price **$1.19**

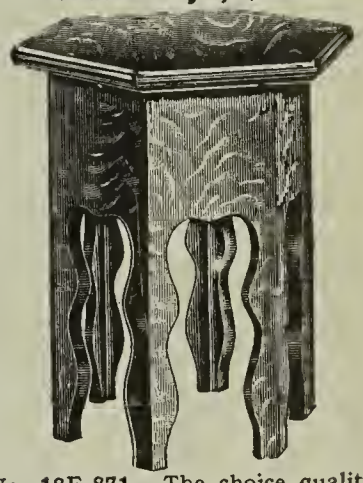
This Tabourette Reduced to $1.39



18F-105. Here is a genuine "Art-Style" Tabourette. The price has been greatly reduced, a condition made possible by our large sale of this particular number. Note the elegant swelled, deep box rim; the heavy, polished, patterned top and the beautifully arched French legs. The extra large top measures 14x14 inches. It can be had in either oak or mahogany finish. Please specify in your order which you want. Shipping weight, 22 pounds.

Our reduced price **$1.39**

Mission Style, $1.69



No. 18E-871. The choice quality of the solid oak used in this handsome octagon-shaped Tabourette gives it a most distinctive appearance. It is elegantly finished in a rich shade of golden and highly polished, or in weathered oak finish; or can be had in solid birch, mahogany polish finish. This is an extra well made tabourette which stands 18 inches high and measures 14x14 inches across the top. This is an immensely popular article at the low factory price here quoted. Shipping weight, 25 pounds.

Our price..... **$1.69**

Richly Embossed Tabourette

No. 18E-872. The closest scrutiny will not discover a constructive fault in this richly carved tabourette. It is made of the choicest lumber by the best cabinet makers money can hire and finished in that rich golden color of the oak or equally beautiful birch mahogany. It is made in our own factory under most economic conditions —that accounts for the very low price. Has a 12x12-inch top, and stands 18 inches in height. Just the thing to hold an expensive jardinere or rare piece of china or bric-a-brac. Shipping weight, 26 pounds.

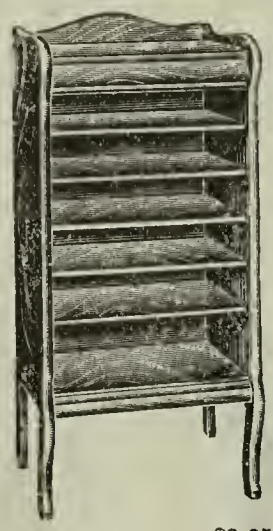
Our price **$2.65**

"FASHION" MUSIC CABINETS

At $3.95 to $9.95 we show the finest line of high grade music cabinets ever offered.

These cabinets are made by one of the oldest and largest manufacturers in the U. S. making high grade goods of this kind. Our great buying advantages are shown in the prices we quote here, which are the lowest possible consistent with good goods and honest business methods.

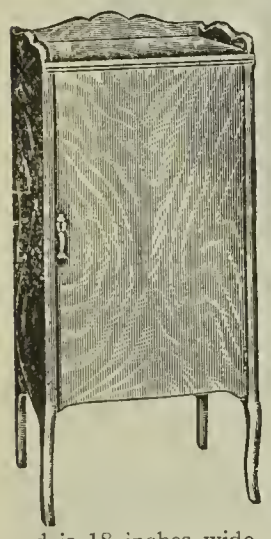
FINE MUSIC CABINET, ONLY $3.95



22E-895. The newest design and finest open front Music Cabinet ever made. There is nothing can compare in quality with this excellent "Fashion" cabinet at the price. We furnish it in solid golden oak with a highly figured quarter-sawed oak top, or in birch mahogany polished to show a beautiful lustre. It stands 38 inches high and is 18 inches wide; is fitted with music shelves most conveniently spaced. It is a model of neatness with its graceful outline and sturdy construction. It is fine enough to ornament and not too nice to use—a thoroughly practical, useful and beautiful article. Shipping wt., 40 lbs

Our Reduced Price.....$3.95

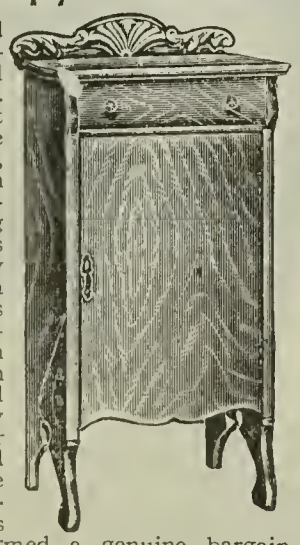
THE EASY WAY—75c Cash, 50c Monthly



No. 22E-898. We defy all competitors to show the equal of this grand "Fashion" Music Cabinet. at $4.85. Bought in large quantities to supply our 10 great retail stores and our mammoth mail order house, from the best manufacturer of music cabinets in the world and sold direct to you with but one small margin of profit added. It is made of choicest solid oak or birch mahogany, with high polish finish. The highly figured quarter-sawed oak door and top give this cabinet a handsome appearance. It is fully equipped with shelves, has French legs and fashioned top. It stands 40 inches high and is 18 inches wide. Shipping weight, 50 lbs.

Our Reduced Price.....$4.85

Take a Year in Which to pay for this Cabinet



An exquisitely designed Music Cabinet, with artistically carved top and beautifully shaped legs. Has a most convenient cabinet drawer over the music cabinet proper, which is equipped with an ample number of adjustable shelves for holding sheet and book music. Has a swinging door, closely fitting and equipped with a nicely wrought brass handle. This music cabinet measures 43 inches in height, and 20 inches in width, and is constructed throughout of thoroughly seasoned quartered oak, or birch mahogany, finished to the brightest lustre the respective woods are capable of taking on. This is what may be justly termed a genuine bargain. Furnished with or without beveled French plate mirror in top. Shipping weight, 50 pounds.

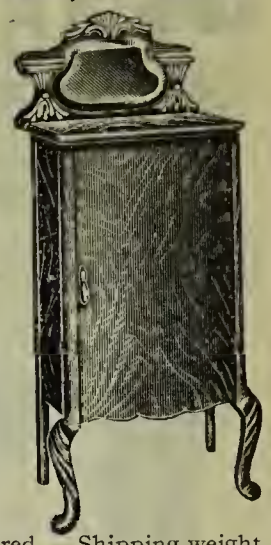
22E-899. Our price, without mirror.....$6.75
22E-900. Our price, with mirror top.....$8.55

A SPLENDID VALUE, $7.95

We offer at a most extraordinary low price this 40x20-inch Music Cabinet. You cannot look at it without being attracted by its beautiful design and handsome finish. Note the neatly carved door and the full French shaped legs, which give it a most dainty appearance. Can be furnished in quartered oak, or birch mahogany, in both instances highly polished. The interior is equipped with adjustable shelves for sheet and book music, each shelf fits neatly and closely without binding, so that one or more may be removed without the slightest difficulty. We have gone to the limit in bargain making with this. Can be furnished with or without French plate mirror. Shipping weight, 50 pounds.

22E-901. Our price, without mirror.....$7.95
22E-902. Our price, with mirror.....$9.65

The Easy Way—$1.25 cash, 75c monthly

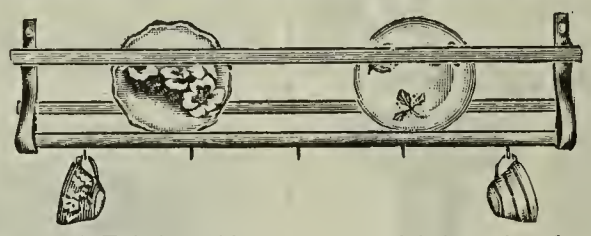


This richly designed, high art Music Cabinet is magnificently finished in every detail. It represents the most superior grade of furniture on sale today. To your home it will be a most luxurious addition. It will "tone-up" the appearances of your parlor or music room. You can have it in quarter-sawed oak or in birch mahogany. Stands 50 inches high and is 20 inches wide. Has beautiful French legs, and elaborately carved top with small shelf on either side of the large patterned French bevel plate mirror which measures 8 x 14 inches. It has a most convenient arrangement of shelves on inside. The finest "Fashion" music cabinet ever offered. Shipping weight, 50 pounds.

22E-896. Our price, without mirror top . . $8.40
22E-897. Our price, with mirror top $9.95

48c High Grade PLATE RACKS, $2.75

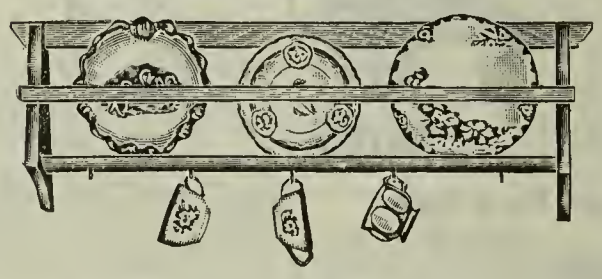
Elegant Dining Room Plate Rack 48c



No. 35E-101. This is our special bargain plate rack. It is recommended for its simplicity and neat elegance. It is made of solid oak and finished in rich golden oak or in weathered oak, and highly polished. Fully equipped with brass hooks for hanging cups, etc. Please state with order whether golden or weathered finish is desired. We are selling thousands of these racks which fact is proof of their great value at the price. Shipping weight, 10 lbs.

Our price.....48c

Solid Oak Plate Rack 73c



No. 35E-102. A plate rack is a wonderful addition to the dining room; it makes things look more cheerful. There never was a more splendid value ever offered than this rack at our low price. It is made of selected solid oak and can be had either with golden oak polish finish or in weathered oak. Please state which you want when you order. It is of large dimensions, measuring 35 inches long by 12 inches high. Shipping weight, 10 pounds.

Our price.....73c

Fine Quarter-Sawed Oak Plate Rack $1.10

35E-103. This attractive Plate Rack is made of choice quarter-sawed oak and beautifully finished in either a rich golden, polished; or in weathered oak. It has 5 fine cup hooks, broad top shelf and is of good size, being 36 inches long and 13 inches high with a 10½inch plate space. A sensational value. Shipping weight, 15 pounds.

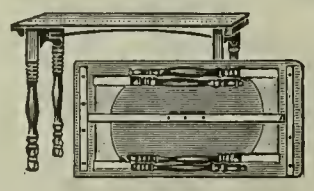
Our price.....$1.10

No. 35E-104. Here is really something new in a Plate Rack. Note the handsome design of the beautifully patterned back and the broad top. The handsome wavy flake and grain of the quarter-sawed oak used in the construction of this rack together with the elegant finish make it a perfect beauty. It has six large cup hooks. Furnished in either golden or weathered finish. Size 38 inches long; 14 inches high: shipping weight, 15 pounds.

Our price.....$2.35

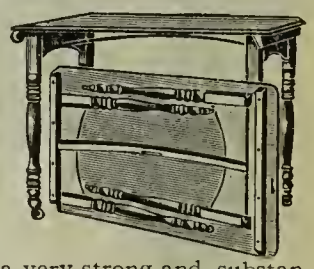
FOLDING SEWING TABLES

Well made and serviceable. Lowest prices ever quoted for tables of similar quality.



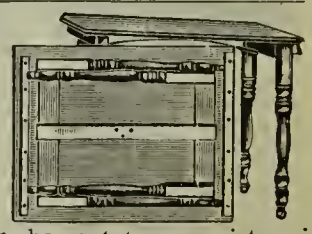
No. 14E-983. This is a neat and substantial folding table that can be put to a variety of uses. It is made of durable hardwood, finished in a light color. Has neatly turned legs and very strong wooden spring. The top has a yard-measure, which makes it quite handy as a sewing table, and it measures 18 inches in width, 36 inches in length, and 25 inches in height. A useful article at a very low price. Shipping weight, 10 pounds.

Our Reduced Price.....89c



No. 14E-984. A little beauty in a solid oak folding card table. It has a 28-inch top mounted on handsomely turned legs. Has a strong wooden spring and easy working folding device. It is constructed throughout of solid oak, thoroughly seasoned and kiln dried, with a golden finish. This is a very strong and substantially built table and is far superior to anything in the line at a similar figure. Shipping weight, 20 pounds.

Our price.....$2.25



No. 14E-985. This solid oak, felt top folding card table at our figure represents the greatest value in its line ever catalogued. It is of a very substantial construction throughout and will give years of satisfactory service. It can be put to a variety of uses, such as a sewing table, card table, reading table, etc. It is built of solid oak and finished in a rich golden color. The top is covered with the best grade of green felt and measures 28 x 28 inches. Has an extra strong wooden spring and handsomely hand turned legs. Shipping weight, 20 pounds.

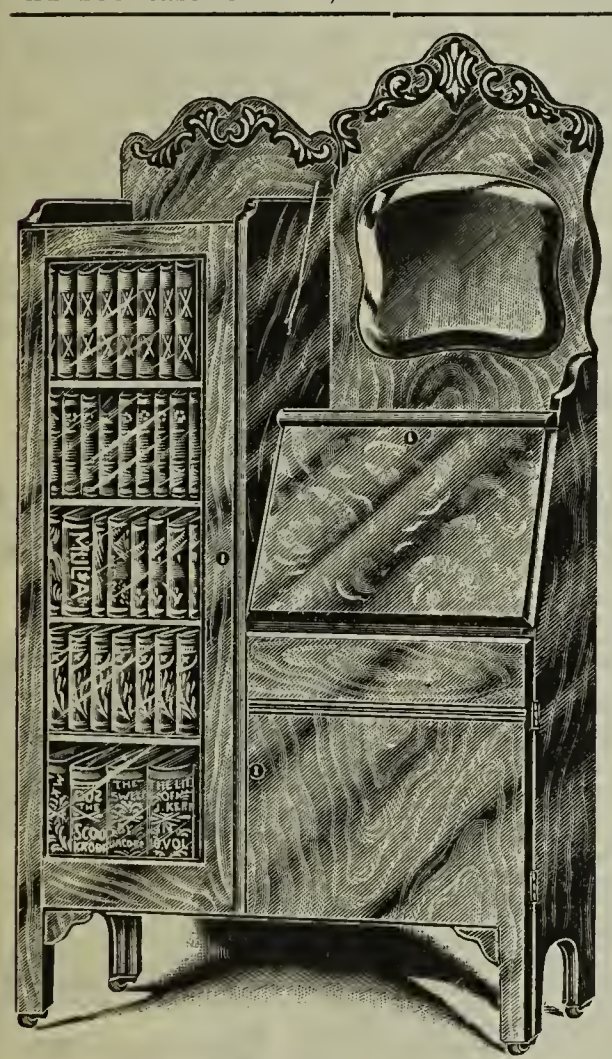
Our price.....$2.85

$9.95 ART-STYLE $35
COMBINATION DESKS AND BOOKCASES

"LIKE A DESERT WITHOUT AN OASIS" is a house without books. Now, books immediately suggest a bookcase of some kind. Should it be merely a book-case, or, should it be the combination of a desk and bookcase, for, as necessary as is the latter, a desk is of equal importance. In this age of cheap postage and universal education everybody writes letters, and everybody reads books. The question of either providing a separate bookcase for the books, a separate desk for your correspondence, or a combination desk and bookcase for both, is a matter to be decided by yourself only.

We consider that every customer who cannot call and who intrusts us with an order by mail is entitled to nothing less than the very best values.

WE KNOW OUR GOODS. We know our goods in the same manner that we know our friends. We have studied the construction, design, finish and material of which our goods are made, and we believe we have arrived at a perfect system of selection insuring the very best quality, which our enormous buying capacity enables us to purchase cheaply and sell to you at prices that are right.



REMEMBER, we know the construction, and we know that it is the best work of the American cabinet maker. This alone is sufficient to recommend it. But when we come to **style or design** we guarantee it to be the product of the brains of the highest paid designers in the world. Now what is the result? We have an article that will remain unchanged through years of ordinary service. Drawers and doors will not bind, joints will not expand, mirrors will not "run," shelves will not warp, in short, everything will remain in about the same condition as it left the factory, or our warehouses.

THE FREIGHT RATES on bookcases are comparatively low. Your saving by purchasing from the **PEOPLE'S OUTFITTING CO.** will more than compensate you for the freight charges, not only on a bookcase but on other goods; and the more you order from this book the greater the saving.

OUR TERMS ARE VERY LIBERAL

Our Easy-Way-to-Pay Credit Plan defined simply means that you purchase any article advertised in this book on our easy payment plan at the same figure you would have to pay cash for same at one of our stores. Study the terms on page 5 of this book and send in your order.

Our Leader BOOK CASE $1.50 CASH, Pay Balance at the rate of 75c a Month.

No. 20F-100. This is our low price leader in a solid oak Combination Desk and Bookcase. There is nothing second rate about this article. We guarantee you will like it. We are so certain of this fact that we are willing to ship it to you on approval. We will accept your first payment with the understanding that the bookcase must please you or you have the privilege of returning it to us at our expense when we will refund your money including freight charges.

It is first class in every respect—handsome design, solid construction and up-to-date in improvements. It is made of **well seasoned oak,** finished in a bright mirror gloss. Has tastily carved top, and a large polished desk lid, which when open is supported by easily worked brass arms. The left side of the bookcase section is fitted with four adjustable shelves, and has a door of double thick clear glass, and is fitted with a lock and key. In the desk section the top is ornamented with a perfectly beveled 10x12-inch French mirror. The desk section proper is equipped with an ample number of pigeon holes, a drawer, and a pen and pencil rack. Immediately below this is a spacious place adapted for holding extra large books, magazines, etc. The case is 72 inches in height and is 36 inches in width. Good quality casters complete the equipment. Unquestionably the greatest bargain opportunity in the line of a combination bookcase ever offered. Shipping weight, 135 pounds.

Our price **$9.95**

Terms: $1.50 cash; 75c a month.

Quarter Sawed Oak Combination Desk & Bookcase $2.25 Cash $1.00 a month

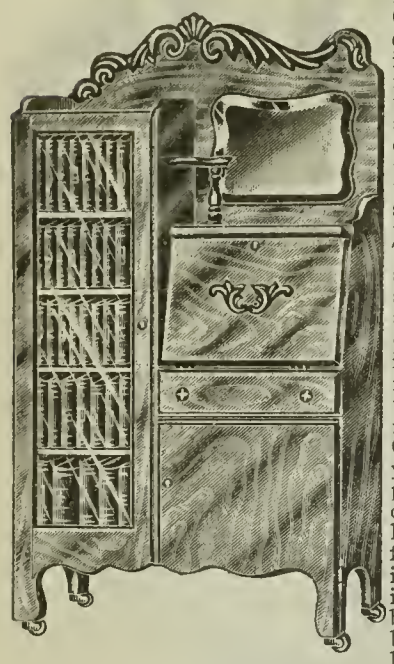
No. 20F-101. This Splendid Quartered Oak Combination Desk and Bookcase was considered a great bargain when we offered it for $18.50. On account of enormous sales at this price, we secured a still better factory cost for this season, and this $2.00 reduction in the price is the result.

We have not only reduced the price on this magnificent Combination Bookcase but we have also improved the quality. We realize the importance of always giving our customers just a little bit better quality than they expect—this fact combined with our low prices is responsible for our immense volume of business. This Bookcase and Desk is made of select quarter-sawed oak, polished until the beautiful flaky grain shows off to great advantage. It has a neatly carved top and embossed desk lid enclosing a well equipped writing section. Has stationery and letter drawer, and a large book and magazine closet underneath. The perfect beveled mirror above desk measures 8 by 14 inches and is of a most handsome pattern. Four adjustable shelves are devoted to the bookcase, which has a double thick, clear glass, dust proof door swinging on perfect hinges and equipped with excellent lock and key. Case measures 5 feet, 10 inches from top to bottom and 3 feet, 2 inches wide. Trimmings are of the finest. Shipping weight, 145 pounds

Our reduced price **$16.50**

Terms: $2.25 cash; $1.00 a month

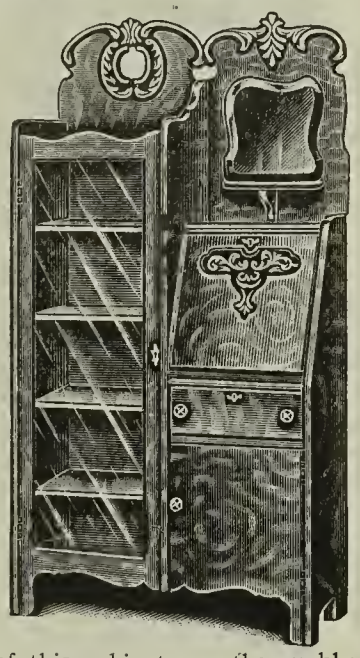
Terms, $1.50 Cash, 75c a month



20F-102. This Combination desk and bookcase is neat in design, neat in ornamentations, neatly constructed and finished. Every piece is neatly joined, so that every drawer, shelf and door works smoothly. The beautiful scroll work, the small bric-a-brac shelves, the pretty carvings, the 12x12 inch oval French mirror, give the top a decidedly rich appearance. Open the lid and you find a completely equipped desk section; the lid forms a very firm and solid writing surface, as it is rigidly supported by extra quality brass arms. The bookcase contains 4 shelves. The case measures 36 inches in width and stands 6 feet in height. It is constructed through out of solid oak, with our special mirror gloss finish. Complete with casters. Shipping weight, 100 lbs.

Our reduced price **$10.75**
($1.50 cash, 75c monthly)

Terms, $2.00 Cash, $1.00 Monthly



20F-103. This handsome art style Combination Bookcase and Desk is made in quartered oak, of splendid proportions, being 5 feet and 10 inches high by 3 feet and 2 inches wide. It has a well appointed desk with numerous pigeon holes and drawers and with lid down makes a most convenient desk. The case has 4 adjustable shelves and a full length door set with double strength crystal glass. Has convenient drawer for stationery, etc., and large compartment for magazines, below desk. The materials, workmanship and finish of this cabinet are thoroughly high grade and it is a special value.

Shipping weight, 100 pounds.

Our reduced price **$13.65**
($2.00 cash, $1.00 monthly)

Terms, $2.25 Cash, $1.00 Monthly

20F-104. Note the handsome carvings at top of this bookcase, also the large patterned French bevel mirror measuring 10x12 in. This case is full size and full quality, being made of solid quarter-sawed oak and finished to a mirror like brilliancy, and standing, as it does, 6 feet high and 3 feet, 2 inches wide. The book case has 4 perfect fitting, adjustable shelves which can be raised or lowered to fit any size books, and is fitted with panel door of double thick bent glass measuring 14x44 inches. The top shelves, the desk, with its convenient equipment of pigeon holes and drawers; the large drawer and compartment below drawer combine to make a most desirable article, and at our factory price it is a wonderful bargain. Shipping weight, 150 pounds.

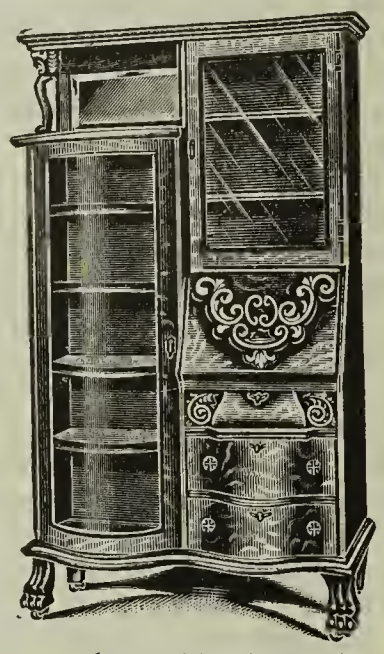
Our reduced price **$15.35**
($2.25 cash, $1.00 monthly)

Terms, $2.75 Cash, $1.25 Monthly

20F-105. Another wonderful bargain in a high grade quarter-sawed oak art style combination bookcase and writing desk. This case is made of solid quarter-sawed oak and finished in rich shade of golden, hand polished. It is 6 feet 4 inches high and 3 ft. 4 in. wide and is fitted with a large French bevel mirror measuring 14x16 inches. The bookcase section has double thick bent door and four adjustable shelves. Writing desk section is handsomely carved and the interior is fitted with pigeon holes and drawers. Below this are three large roomy drawers fitted with locks and keys. These cases are made for us at lowest possible cost prices and are sold to you at a great saving. Shipping weight, 150 pounds.

Our reduced price **$18.85**
($2.75 cash, $1.25 monthly)

Terms, $3.50 Cash, $1.75 a month



20F-106. This combination bookcase and desk is noteworthy not only on account of our low price, but more so on account of the exceptional qualities. Note the extra number book shelves, its quiet refined design, and handsome carvings on the desk lid and on drawer fronts. It will hold at least ⅓ more books than other bookcases of the same measurements—76 x 44 inches. Under the richly embossed lid are a number of drawers, pigeon holes, and other accessories, essential to a well equipped desk. Immediately over desk section are two book shelves which are enclosed with a heavy glass door measuring 16x24 inches. Three roomy drawers under the desk section, and each drawer is fitted with brass pulls and locks. To the left is a perfectly beveled, 8x16 French mirror. Bookcase door has a double thick, clear bent glass measuring 16x48 inches. French shaped legs, ending in hand carved claw feet on best casters. Constructed of quarter-sawed oak, highly polished. Shipping weight, 175 pounds.

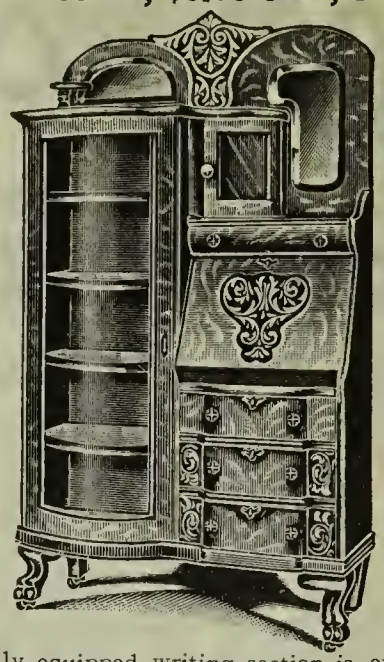
Our price ($3.50 cash, $1.75 monthly)..... **$24.50**

Terms, $3.50 Cash, $1.75 a month

20F-107. This beautiful Canopy Top Combination Bookcase and Desk is a most artistic design constructed in finest quarter-sawed oak and finished with a brilliant polish. This is an extra fine article with its 3 swell front drawers below writing desk which harmonize with the swell design of the large 16x46 inch bent glass bookcase door. The desk is complete with pigeon holes and drawers and has one extra drawer above. The bookcase has 4 adjustable shelves; desk and lower drawers are fitted with locks and keys and all trimmings are of solid cast brass. The two handsome French bevel mirrors, one 10x16 inches and one 16x20 inches, perfect the beauty of this fine "Fashion" case. Shipping weight, 175 pounds.

Our reduced price ($3.50 cash, $1.75 monthly) **$25.25**

Terms, $3.75 Cash, $1.75 a month



20F-108. This is a massive combination bookcase measuring 6 feet, 4 inches from floor to top, and 3½ feet in width. It is constructed throughout of highly polished quartered oak. The richly carved, beautifully shaped top has two perfectly beveled French plate mirrors, one over the bookcase section measuring 10x16 inches, and the other over the desk division measures 6x14 inches. To the left of the latter mirror is a dainty cabinet, underneath which is a neat, handy drawer equipped with handsome brass knobs. The superbly equipped writing section is enclosed by a richly embossed lid, which when open for writing purposes is supported by extra weight brass arms. Has three carved front spacious drawers; and the bookcase section has four adjustable shelves and a closely fitting 16x46-inch bent glass door. Mounted on French shaped legs with hand carved claw feet. Shipping weight, 170 pounds.

Our reduced price ($3.75 cash, $1.75 monthly) **$26.50**

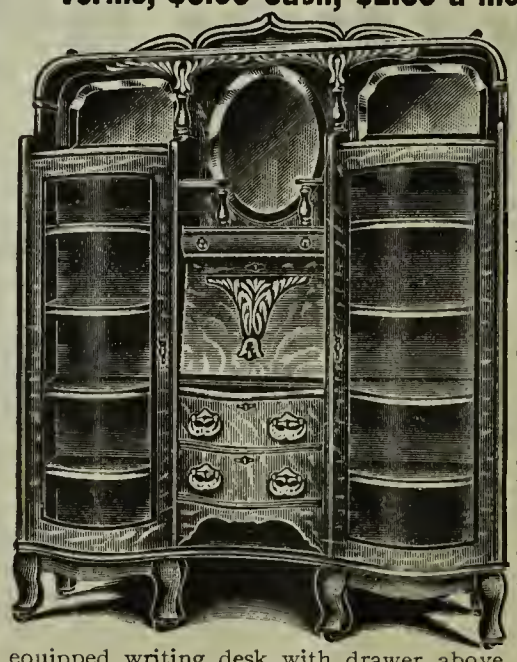
Terms, $4.50 Cash, $2.00 a month.

20F-109. This elegant Combination Bookcase and Desk has a full canopy top supported by carved dragon heads, with a large 10x36 perfectly beveled French mirror underneath. Directly under mirror are two wide, neatly shaped drawers and immediately under the one in the desk division you will note a double door cabinet, each door fitted with clear glass. The spacious writing section is well appointed and covered by a hand carved, close fitting lid. Three roomy drawers complete the desk section. In the bookcase section we find the usual number of book shelves, which are adjustable to accommodate any size book. Has beautiful pattern clear glass door measuring 16x44 inches. Case is mounted on prettily shaped French legs, and is constructed throughout of choice quartered oak. Measures 6 feet, 4 inches in height and 3½ feet in width.

Shipping weight, 180 pounds.

Our Reduced price ($4.50 cash, $2.00 monthly). **$29.95**

Terms, $5.00 Cash, $2.50 a month



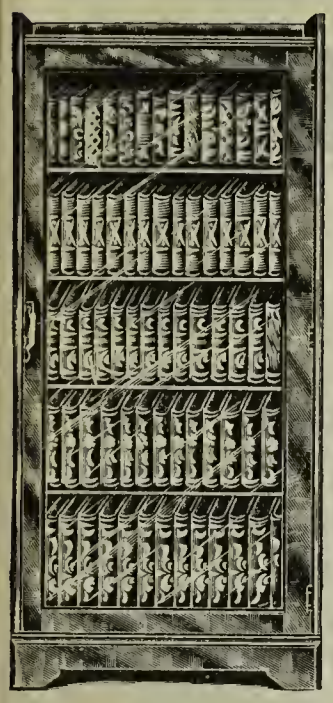
20F-110. Magnificent Double Combination Bookcase and Desk made of finest hand polished quarter sawed oak; has three large mirrors, center one 16x20 inches, two side ones 8 x 16 inches. Extra large finely equipped writing desk with drawer above and two below. Large bookcase on either side with bent glass front doors. Doors and drawers have lock and key; finest brass trimmings. Height, 6 feet, 6 inches width, 5 feet, 2 inches. Shipping weight, 200 pounds.

Our reduced price ($5.00 cash, $2.50 monthly).. **$35.00**

$6.40 ART STYLE LIBRARY BOOK CASES $11.75

Three Unsurpassed Offerings. Substantial, Reliable Quartered Oak Library Bookcases. It's Easy to Pay—The Peoples' Way

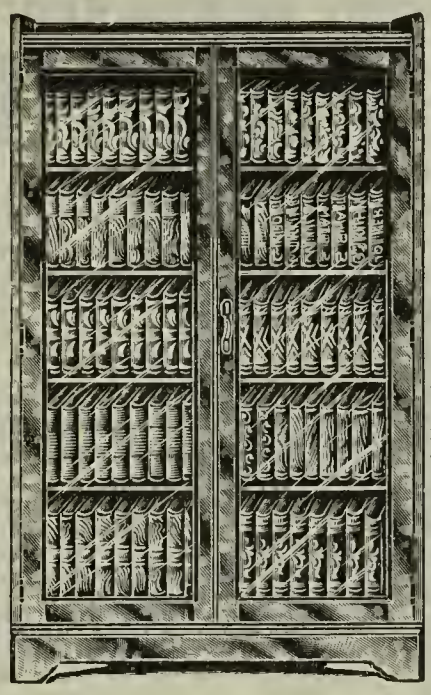
LEADER BOOKCASE $6.40



20F-111 This is the greatest value in a bookcase ever offered at this price. Sold direct to you at actual cost of production plus our one small profit. Made of select quarter sawed oak highly polished. Height 55 inches. width 25 inches. Solid panel ends; 4 adjustable shelves, perfectly hung door fitted with extra double thick glass. Full length top shelf for vases, etc. Fitted with lock and key and best casters. Shipping weight, 100 lbs.

Our Price..... $6.40
(75c Cash, 50c a month.)

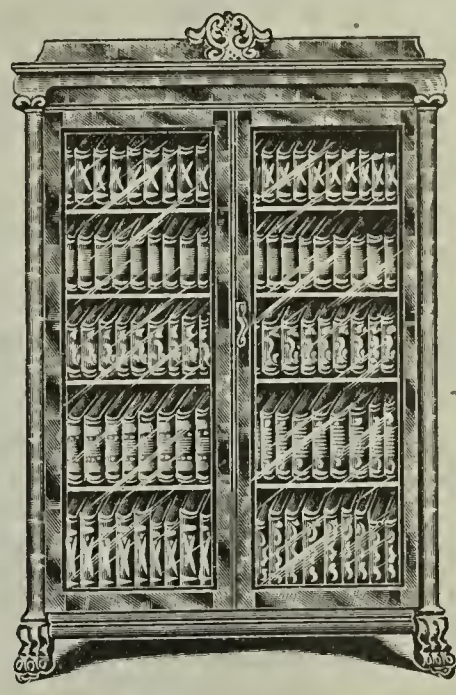
Yours For $1.50 cash, 75c a month



20F-112 When you buy this elegant, massive, solid oak polish finish book case you are saving at least 25 per cent, because you are paying only the lowest factory cost price with our small profit added. This is a large case standing 55 inches high and 34 inches wide, with 4 adjustable shelves full paneled doors fitted with double strength glass and perfectly hung; solid ends; top shelf. Doors fitted with lock and key. Best grade casters. Shipping weight 100 pounds.

Our Price.... .$9.75
($1 50 cash 75c a month.)

"Fashion" Bookcase $1.50 cash 75c a Month



20F-113 A splendid art style Bookcase offered at ½ its real value. Made of choicest seasoned quarter sawed oak with beautiful golden finish highly polished. Extra large proportions; 62 inches high, 42 inches wide. Has beautiful carving in top; 4 adjustable shelves; solid panel ends; perfect fitting doors of extra strength, double thick glass. Fitted with lock and key best casters. Shipping weight 125 pounds.

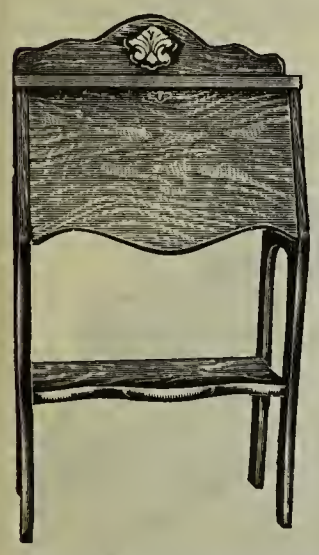
Our Price. . $11.75
($1.50 cash 75c a month.)

$2.95 LADIES' WRITING DESKS $13.90

"Buy her a 'Fashion' Writing Desk and make her happy"
Considering Quality Our Prices are Lowest in Existence, We Court Comparison

Let Us Ship You a Desk subject to your approval

Our Special "Fashion Ladies" Writing Desk Leader Price Reduced to.. $2.95



21F-100 This is a wonderful Bargain. We feel justified in terming this our leader in Ladies Writing Desks because for $2.95 it is the lowest priced desk on the market. Despite its very dainty apperance it is most substantially built of solid oak with a high gloss finish. Note its beautifully shaped top and desk lid which when open discloses a desk equipped with pigeon holes, drawer etc. The four strong legs are firmly braced by a lower shelf suitable for holding newspapers, magazines, etc. There certainly is no valid excuse why any home in the country should be without a writing desk when for $2.95 one can be purchased from the People's Outfitting Co. It measures 48 ins. in heighth and 26 ins. in width Shipping weight 35 pounds.

Our Reduced Price..... $2.95

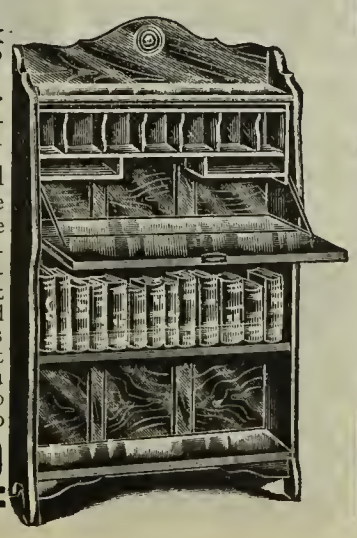
On These Very Easy Terms we Give you almost a year in which to pay for this fine desk

TERMS: $1.50 CASH 75c a month

21F-102 This high art Ladies' Writing Desk is of a very artistic design, constructed in a most durable manner of the choicest quartered oak, with our special piano polish finish. Positively it cannot be approached for beauty of design and extreme usefulness at our bargain figure. Note the beautiful mirrored top consisting of a perfectly beveled, French mirror measureing 4x14 inches. The 14x28 inch lid incloses a writing section equipped in an up-to-date manner. with pigeon holes, drawers, racks, etc. and when open it is firmly and rigidly supported by extra weight brass arms. Below writing section is full width drawer with lock and two handsomely wrought pulls, suitable for stationery, loose paper etc. Mounted on French legs of a very shapely design. Shipping weight 50 pounds. Our Price..... $9.45
(Terms $1.50 Cash, 75c a month)

TERMS: 75c CASH 50c a month

To have this splendid desk all you need do is to comply with these Easy Terms



21F-101 Solid Oak "Fashion" Ladies' Desk or Secretary. The most attractive little desk ever designed. It will prove a favorite with every member of the family. Book section will hold quite a number of favorite volumes and the writing section is complete containing an ample number of pigeon holes etc. The writing bed is rigidly supported and is large enough for all ordinary purposes. The height of this desk is 49 inches and it is 28 inches wide. It is made of choise kiln-dried solid oak finished in a rich shade of golden. This fine desk has given such universal satisfaction that we feel absolutely safe in offering to ship it to you on approval. Of course if the desk does not come up to your highest expectations, we expect you to return it to us at our expense, and we refund your first payment and freight charges. Shioping weight 50 pounds

Reduced Price (75c cash 50c a month) $6.50

Terms: $1.50 CASH 75c a Month

The easy terms on this master piece in desk construction teach you why It's Easy to Pay the People's Way

21F-103 A desk attaining the proportions of this one, made of such high grade material, of such a beautiful design and so low a price has been left for us, the largest sellers of fine desks in the world, to produce. This desk has oceans of room in its three full length drawers and its interior with full equipment of pigeon holes, drawers, pen racks, etc. It is made of choicest quarter-sawed oak beautifully finished. Handsome shaped top with large 6x16 inch French bevel mirror. Size of lid, 14x30 ins. You save the difference between manufacturer's price and dealers price when you buy from us. Shipping weight, 100 pounds.

Our Reduced Price $11.75
($1.50 cash, 75c a month)

IT'S EASY TO PAY $2.00 CASH

and only $1.00 a month for the balance for this magnificent highly polished quartered oak

FASHION DESK

Every lady should have a writing desk.

No matter how particular you are about your home furnishings, this artistic ladies' desk will please you.

We absolutely guarantee this.

Do not take our mere word for it. Send for it. Take it into your home, use it—then decide whether you like it or not.

This is the liberal way we want to sell you this splendid Desk.

On approval.

So that if you like it—you keep it; if you don't, why just return it to us and we will refund your first payment and all freight charges besides.

But you can't help falling in love with this splendid article.

In the first place it is faultlessly made. The most expert cabinet makers in the land are employed in our factory producing these fine "Fashion" Desks.

We therefore can positively guarantee its absolute perfection.

This magnificent "Fashion" Desk is made of highly figured quarter-sawed oak with a rich golden polish.

We permit only the choicest lumber in this desk. Every board is closely examined. If it is found to contain the slightest flaw it is thrown aside and not used. It must be thoroughly seasoned and richly grained.

This picture gives but a slight idea of the rich design of this desk. To appreciate in full its beauty of design and workmanship, it must be seen.

The design and the faithful way it is carried out by our expert cabinet makers will captivate you. It is rich-superb-modern.

You will be proud of it.

This desk is of generous size. It measures fully 30 inches in width. Under the spacious richly carved lid which, when open, acts as the writing bed, will be found every convenience such as pigeon holes, drawers, pen racks, etc.

Now give attention to the five spacious drawers for important papers, stationery, etc. Each drawer is fitted with a good strong lock, cast brass pulls and knobs and best quality casters.

The mirror is worthy of special notice. It is clear and beautiful. It is made of French bevel plate and measures 4x22 inches. Shipping weight, 80 pounds.

ONLY $13.90 No. 21F-105

is the price of this remarkably fine Ladies' Desk. Do not make the mistake of calling this a $13.90 desk. $20 and $25 will give you a better idea of its real worth. In fact, it would be a bargain at $20 and an even exchange at $25.00. But our price is **$13.90.**

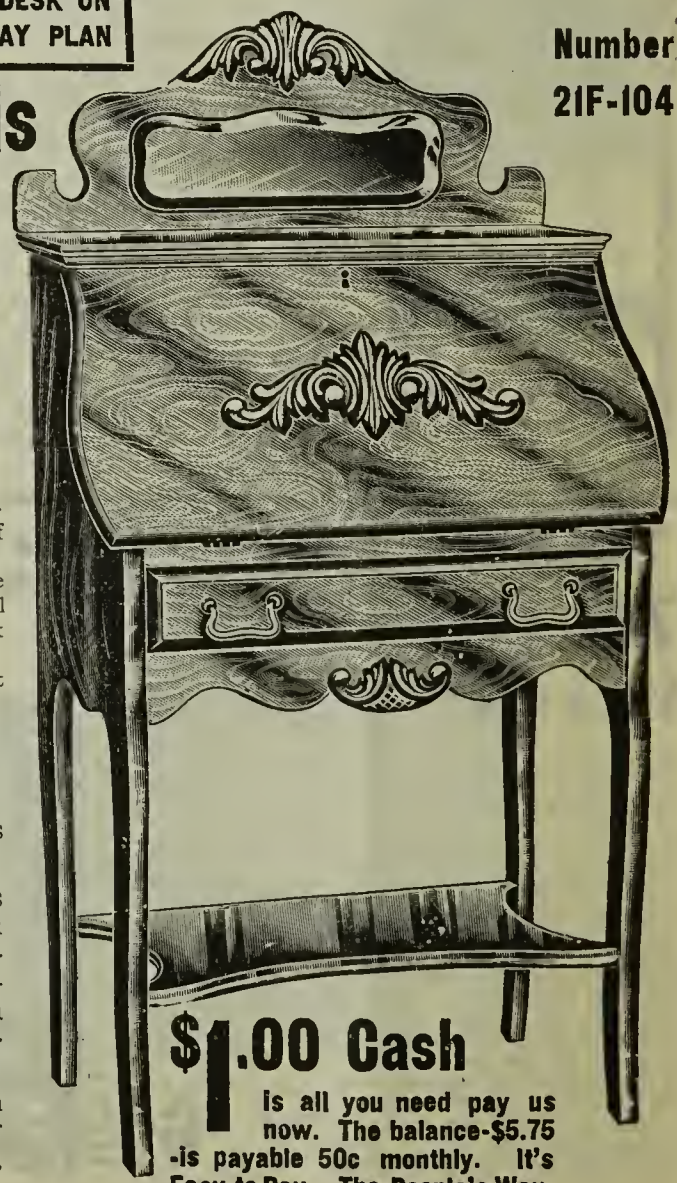
Price Reduced. Because of tremendous production and consequent economy in manufacture we are able to reduce the price this season to the above record-breaking figure. Better order this desk and let it tell its own story.

BUY THIS BEAUTIFUL DESK ON THE EASY WAY TO PAY PLAN

$6.75 Is Our Reduced Price For This Fashion Ladies' Desk

No. 21F-104

Number 21F-104



This is a wonderful offer.

Why?

Because the price of this splendid ladies' desk should be double what we ask.

If we, the World's Largest Home Furnishers, had to pay for this desk what the regular dealer is compelled to pay, we could not possibly afford to offer it for the above figure without losing money.

You can now easily judge what a great bargain this is.

Bear in mind—just because the price is low don't think for a moment the quality is inferior.

We guarantee this desk to be perfectly made and we back up this guarantee with all our resources.

This desk is made of carefully selected solid oak with a golden finish.

The workmen employed in the factory where this desk is made are experts.

Long experience and high intelligence in our workmen insures perfection in every detail of the work. Nothing is "slopped" over. Every joint and tenon fits perfectly; every nail and screw runs true.

We have absolute faith in our workmen. That is why we have such great confidence in the superiority of our goods.

The high praise which this desk, for example, continually receives from people who are competent to judge, justifies our faith in our workmen.

Just think! Despite this extra low price—$6.75—we will give you almost a year in which to pay for it.

Surely, this gives you all the time you want to pay for what you buy—at the People's Outfitting Co.

This elegant desk is one of the most popular designs on the market. It is strictly new and up-to-date. Its "convenience" features are like those of the most expensive desks.

There is nothing in its make or design to offend the most fastidious. Note the handsome French bevel mirror, the beautiful hand carving on lid and back and the handy shaped lower shelf.

This fine desk is of standard dimensions. It measures 52 inches high and is 27 inches wide.

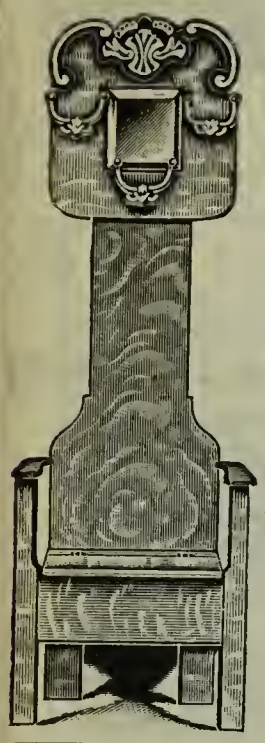
The mirror is extra large, measuring 4 inches high and 14 inches wide. It is made of the best French bevel plate which adds very much to the general comeliness of this desk.

Under the lid which when open forms the writing bed, is the desk section. You will find this section as you like it. Pigeon holes, small drawers and pen racks—everything handy and convenient which adds nine-tenths to the pleasure of a writing desk

Below the writing bed is a full-width drawer and a handsomely shaped shelf for books and magazines. Shipping weight, 50 pounds.

$1.00 Cash is all you need pay us now. The balance-$5.75 -is payable 50c monthly. It's Easy to Pay—The People's Way.

$5.35 ELEVEN ART-STYLES IN HALL RACKS $23.50



Our Leader $5.35

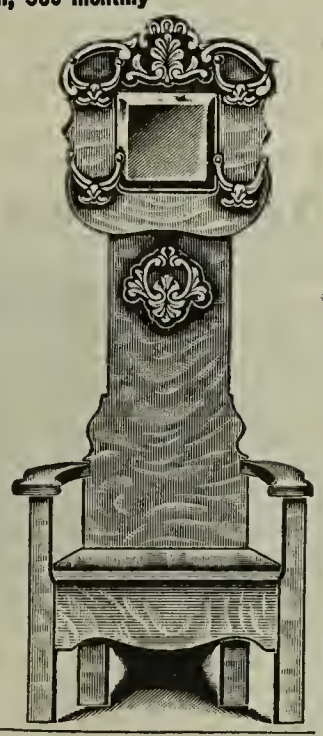
No. 24E-101. This is the People's Grand Leader Hall Rack. Compare it with any hall rack ever offered by any other dealer or mail order house in existence and you will at once see that other concerns cannot compete with this wonderful value. It is of large proportions, standing 6 feet and 7 inches high and measuring 32 inches, almost a yard, wide. You will note from the illustration the handsomely carved top, set with French bevel mirror, size 10x11 inches; the broad panel back, the high wide arms, heavy posts and nicely hinged cover box seat. The quarter sawed oak used in the construction of this hall rack is highly figured and finished to a mirror like brilliancy. Shipping weight, 50 lbs.

Terms: 75c cash, 50c monthly.

Our price.....$5.35

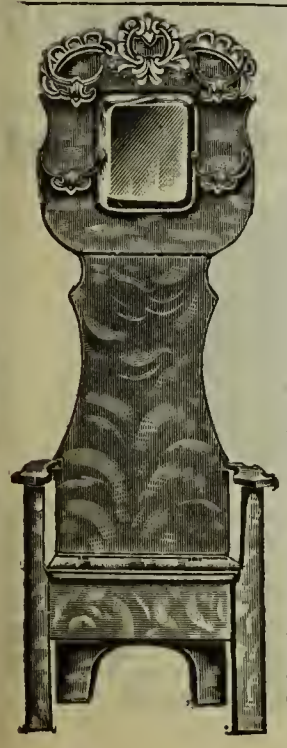
Art Style Design $7.25

$1.00 cash, 50c monthly



No. 24E-102. This is a most wonderful value in a strictly high grade Hall Rack. Constructed of highly figured and beautifully grained American quarter-sawed oak, with its richly hand carved top, its broad ornamented back and wide base, it is a most beautiful ornament and wonderfully useful article for any hall. The top is handsomely carved and is set with large French bevel mirror of a size 12x14 inches, and has four large elegant cast brass hooks, each hook having two long and two short prongs. The back is also richly ornamented with hand carving and the seat, arms and front posts are of generous size. Height, 67 inches; width 32 inches. Shipping weight, 50 lbs.

Our price.....$7.25



It's Easy to Pay—$1.25 Cash, 75c Monthly.

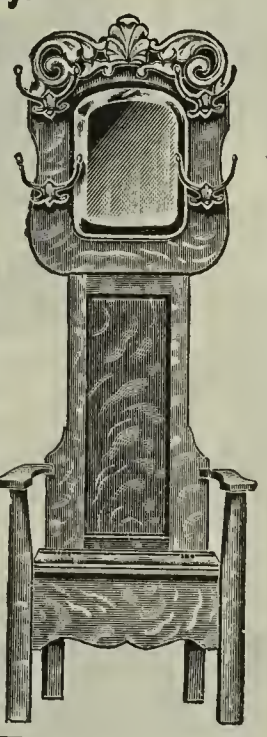
No. 24E-103. This elegant Hall Rack is a new and successful design. Compared to the prices other dealers and mail order houses are charging for articles of similar value we should be getting at least $5.00 more for this hall rack. But you save as we save, for we give you the benefit of every penny saved through our wonderful purchasing power. This hall rack is made of quarter-sawed oak with high polish finish; has hand carved top set with large 12x14 inch French bevel mirror; broad fashioned back; spacious box seat with hinged cover; wide arms and heavy posts. Height 6 feet 6 inches; width 32 inches. Shipping weight, 55 pounds.

Our price.....$8.95

Every article shown in this extensive line of Hall Racks has been selected because of the following exceptional qualities: attractive design, great utility and convenience and high grade construction and finish. The designs are the very latest and most approved and the qualty is the highest grade that modern machinery and skilled workmen can produce. Our wonderful buying advantages are evidenced by the low prices shown; it being our policy to give to our customers the benefit of every penny saved in the production price, by adding only our one small profit to the actual factory cost price. Large sales and small profit on goods of irreproachable quality, is our motto. Every hall rack shown on these pages is made of quarter-sawed oak, hand rubbed and elegantly polished. The wood is selected for its beautiful wavy flake and grain; the mirrors are the very best quality of genuine heavy, thick French bevel plate giving clear and perfect reflection. All hooks and brackets are made of solid cast brass.

Note: Every hall tree is furnished complete with a handsome brass umbrella holder and drip pan.

The Easy Way—$1.50 Cash, 75c Monthly.



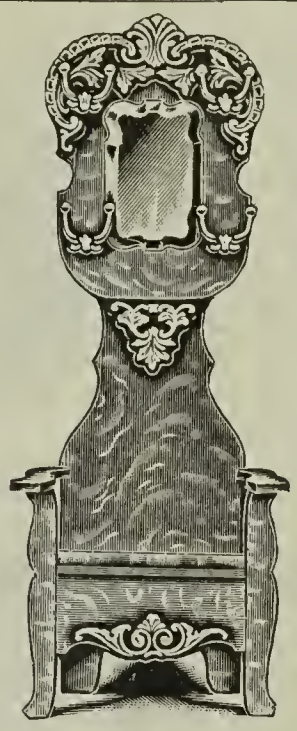
No. 24E-104. This superior art-style Hall Rack is one of rare value and striking beauty. The wood used in the construction of this new design hall rack is the choicest air-seasoned, kiln-dried, quarter-sawed oak finished in rich golden and highly polished. Note the profusion of exquisite hand carvings on the handsomely patterned top, the extra long fancy design brass hooks and the extra large oval top. French bevel plate mirror measuring 14x18 inches in size. You will also note the perfectly mortised and framed panel back, the heavy posts, spacious box seat with hinge cover, and high wide arms. Worth many dollars more than we ask for it when compared with others. Stands 6 feet, 6 inches high and is 32 inches wide. Shipping weight, 60 pounds.

Our price.....$9.85

Send us only $1.50 Cash

No. 24E-105. This massive, art style, richly carved high grade Hall Rack is fine enough to grace the hall of the most palatial residence and will add 50 per cent. to the appearance of any hall. The best, at our price, costs no more than the ordinary sold by others. This elaborate and elegant hall rack is made of finest grown American quarter-sawed oak with rich golden oak or early English oak finish and brilliant polish. The large top is beautifully ornamented with rich hand carvings and set with large French bevel plate mirror measuring 12x16 inches. This hall rack is of massive proportions, being 6 feet 8 inches high by 3 feet wide. Box seat with hinged cover, full panel back. Shipping weight, 65 pounds.

Our price.....$10.75

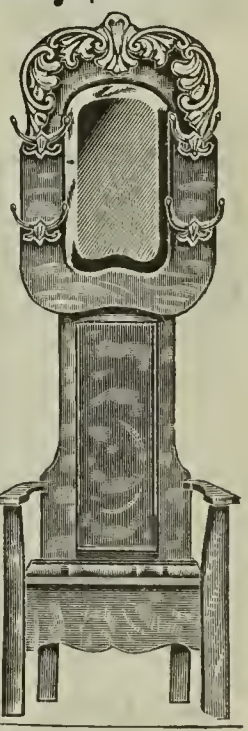


Solid Back Hall Rack $11.95

No. 24E-106. A new and elaborate design Hall Tree made of American quarter sawed oak, finished in a rich shade of golden oak and polished to give a beautiful gloss. The striking features of this article are its elaborately hand carved top and its patterned French bevel mirror. The many curves in the contour of mirror shows off to great advantage on account of the deep bevel on the extra thick glass. The back and lower front panel are also ornamented with neat carvings; the front posts are heavy and patterned and the deep broad seat has a hinged cover. The height of rack from floor to top is 6 feet 10 inches and the width is 3 feet. Shipping weight, 15 pounds.

Our price.....$11.95
$1.50 cash, 75c monthly

Artistic Hall Rack only $13.25

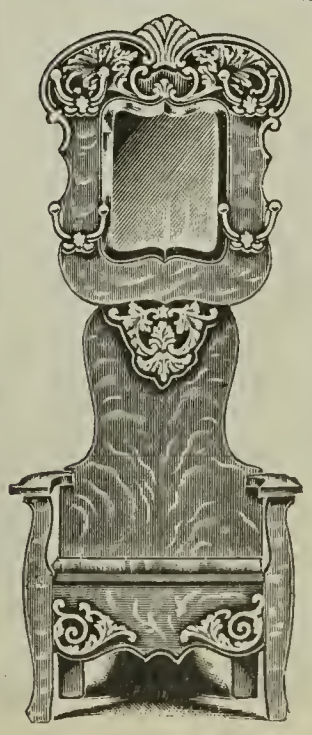


No. 24E-107. The many strong points possessed by this Hall Rack are bound to appeal to you. In general usefulness, beauty of design and finish, rich hand carvings, perfect reflecting mirror and solid construction, it cannot be excelled. These five great points of superiority are a strong argument in its favor. Note especially the extra long patterned French bevel mirror measuring 14x24 inches; the perfectly mortised and framed panel back and the spacious box seat with hinged cover. It is made throughout of solid quarter-sawed oak, finished in a rich golden and polished to a mirror-like brilliancy. The large handsome hooks are of solid cast brass. Height, 6 feet 10 inches; width 32 inches. Shipping weight, 70 pounds.

Terms: $2.00 cash, $1.00 monthly

Our price.....$13.25

Massive and Elegant, $14.50



No. 24E-108. This gorgeous new design art-style Hall Rack is meeting with great popularity because of its massive proportions, beautiful lines and rich carvings. It is 6 feet 10 inches high and 3 feet wide and made entirely of beautifully flaked American quarter-sawed oak, finished in rich golden and exquisitely polished. Note the abundance of hand carvings on top and back; the artistic outline of top; the large patterned French bevel mirror; the spacious deep box seat, large enough for rubbers, slippers, gloves, etc., with hinged cover lid and carved front panel. Shipping weight, 80 pounds. Terms: $2.00 cash, $1.00 monthly.

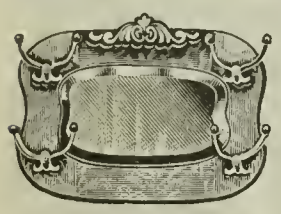
Our price.....$14.50

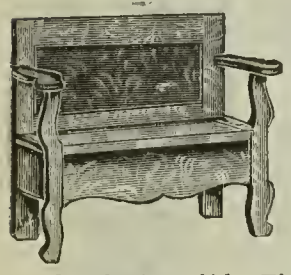
Our Leader Hall Seat & Mirror

This is a very substantial Hall Seat and Mirror, constructed of choice quarter-sawed oak, in a rich golden finish. The settee measures 34 inches in height, 30 inches in width and 16 inches in depth. Particularly noteworthy is its solid construction and compact design, the usefulness of which is demonstrated by the fact that it can be placed in a space too small to accommodate a hall tree. It has a large box fitted with a lid, a neatly shaped back, and high broad arms. The mirror is of the best quality of French bevel plate, measuring 14x24 inches, with a four-inch solid oak frame. It is fitted with four double cast brass hat and coat hooks. This is the lowest priced hall seat and mirror of reputable make ever placed upon the market; a fact made possible by our wonderful buying advantages and our disposition to give our customers the benefit of every saving. The settee or mirror may be ordered separately, if desired. In ordering both give each catalog number. Shipping weight, about 65 pounds.

24E-941. Our price of Settee.....$6.75
24E-942. Our price of Mirror..... 3.80

Big Value; Settee and Mirror

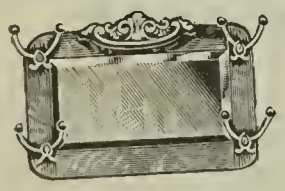


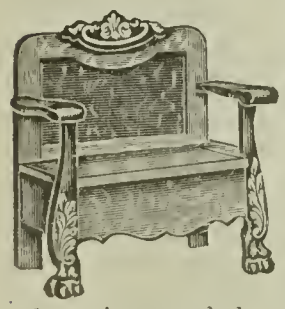


This stately Hall Seat and Mirror must be seen to be fully appreciated. Its general design is suggestive of massive strength together with a stately beauty difficult to define. The pattern mirror is of the very best French bevel plate, measuring 12x20 inches. The frame, as well as the seat, is built of the very choicest solid oak, hand rubbed and polished to great lustre. The frame is beautifully adorned with rich hand carving, and heavy cast brass coat and hat hooks. It measures 30 inches in width and 22 inches in height. The settee is made of very select material, of a plain yet attractive design. It has a high, solid back and deep box-seat fitted with a lid. The arms are high and broad, supported by beautifully shaped legs. Size of settee: width, 40 inches; height, 35 inches. It must be remembered that this is a highly finished article and not to be compared to those sold elsewhere at our bargain price. Do not be guided solely by the accompanying illustration, as it fails to bring out its wonderful polish finish and matchless workmanship. Fully guaranteed. Shipping weight, 80 pounds.

24E-943. Our price of Settee.....$12.65
24E-944. Our price of Mirror..... 6.75

"Our Best" Hall Seat & Mirror





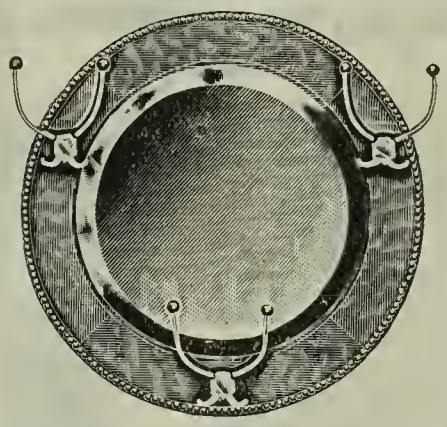
Here is a peerless Hall Seat and Mirror to match. Considering the design, workmanship and finish and our unusually low price, it is in a class by itself. We offer it at one-half its real value, which in itself would be considered a bargain. To see it is to concede all we claim for it. It has a large, handsome 16x26-inch mirror made of the choicest French bevel plate. It is inclosed by a highly figured quarter-sawed oak frame, richly carved by hand and fitted with solid brass coat and hat hooks. It is built of 4-inch stock and joined in a most reliable manner. The settee is also exceedingly well made of the same material as the mirror-frame in a royal gloss finish. The handsome paneled back is high and broad, richly embellished with well executed hand carving, as are also the massive legs ending in hand carved claw feet. The commodious seat forms the lid of a spacious receptacle for storing clothing, rubbers, etc. Shipping weight, about 80 pounds.

24E-945. Our price of Settee.....$13.95
24E-946. Our price of Mirror..... 8.75

Substantial Hat Rack and Mirror

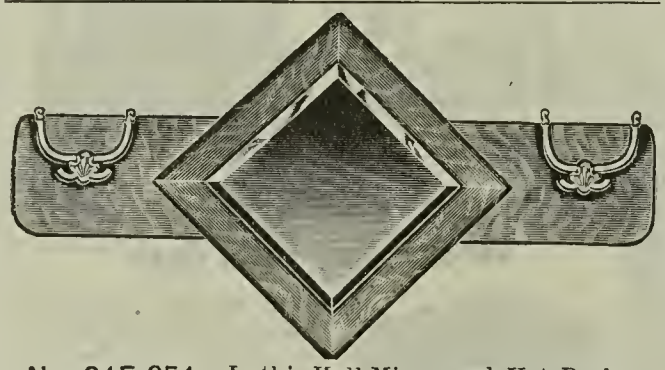
This is made of well selected 8-inch quarter-sawed oak, hand rubbed and polished to rival the mirror itself in brilliancy. The three large double hooks are of handsome pattern and made of solid brass. It has a double thick French plate mirror in the sizes indicated below. We have the most favorable connections with the manufacturers of these goods and are showing better racks at lower prices than any concern in the country. In ordering be sure to state size wanted, and always give correct catalog number. Shipping weight 20 to 40 pounds.

24E-947. 10x10-inch Plate Mirror.....$1.75
24E-948. 12x12-inch Plate Mirror..... 2.35
24E-949. 14x14-inch Plate Mirror..... 2.98
24E-950. 16x16-inch Plate Mirror..... 3.75



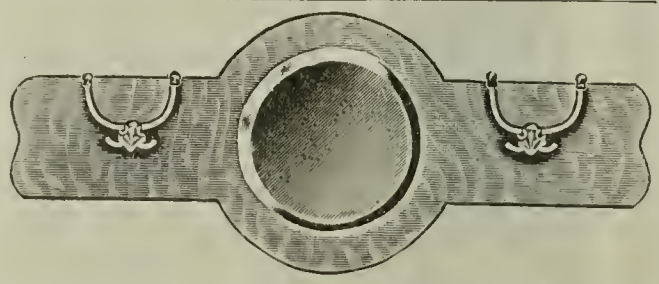
Handsome quarter-sawed oak frame with rounded inner edge and beautifully beaded outer edge. French bevel mirror as shown above. Three large solid brass four-prong hooks. Shipping weight, 45 to 50 pounds.

24E-112. Our price, with 14x14-inch Mirror....$3.65
24E-113. Our price, with 16x16-inch Mirror.... 4.25
24E-114. Our price, with 18x18-inch Mirror.... 4.95



No. 24E-951. In this Hall Mirror and Hat Rack we show an extremely attractive design at a remarkably low price. It is constructed of highly figured quartered oak with a golden finish. It has the best quality 8x8-inch French bevel mirror and is fitted with double brass hooks, just as illustrated. Shipping weight, 25 pounds.

Our reduced price.....$2.95

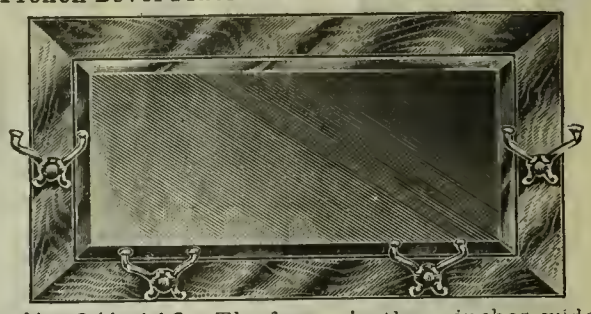


24E-115. Extra high grade art-style Hall Mirror and Hat Rack. It has an extra thick French bevel mirror, 12 inches in diameter, perfectly set in a beautifully fashioned rack of highly figured quarter-sawed Oak, golden finish, hand polished and rubbed. Large solid brass hooks. Shipping weight, about 25 pounds.

Our reduced price.....$4.50

Fine Hall Rack and Mirror

French Bevel Plate Glass—Polished Oak Frame

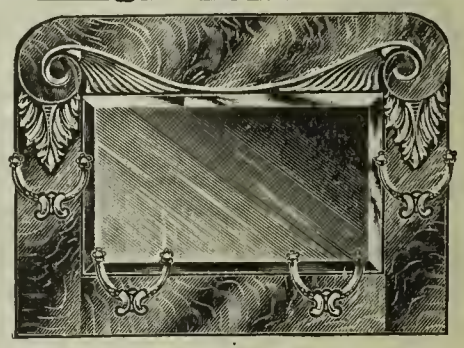


No. 24L-116. The frame is three inches wide and is made of choice solid oak finished in a rich golden shade. This article is of large proportions, as will be noted by the sizes given below. The large 4-pronged hooks are strong and handsome. This is one of our biggest values—order one to-day.

Size of Mirror, 14x24 inches.....Price $3.95
Size of Mirror, 16x28 inches.....Price 4.95
Size of Mirror, 18x32 inches.....Price 5.65

Terms: 75c cash; 50c per month.

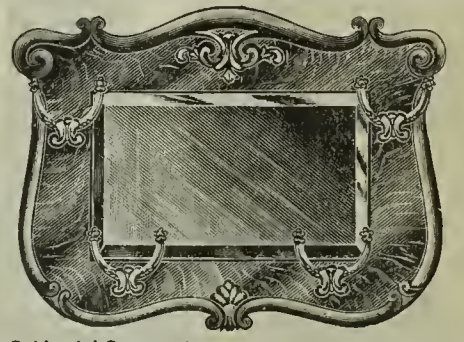
Fine Design—Splendid Quality



No. 24L-117. Beautiful quarter-sawed oak frame. Rich carvings. Heavy French bevel plate mirror. Heavy, strong, handsome, 4-pronged brass hooks, as shown in picture. We can furnish this article with Golden Oak polished finish, Weathered Oak, or Early English Oak. Please mention on your order which you want. This is one of our best sellers. Size of Mirror 12x20 inches. Price..... **$5.25**

Terms: 75c cash, 50c a month.

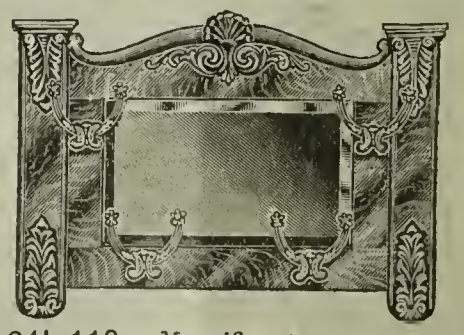
Very Handsome—High Grade



No. 24L-118. This Gold Medal Brand Combination Hall Rack and Mirror is one of the prettiest designs ever produced. Artistic scroll edge; neatly carved and of finest grade throughout. Beautiful quarter-sawed oak in three finishes, namely: Golden Oak, polished; Weathered Oak; Early English Oak. Be sure to state which you want. Fitted with heavy French bevel plate 12x20-inch mirror. Price..... **$5.95**

Terms: 75c cash, 50c a month.

Splendid Gold Medal Brand



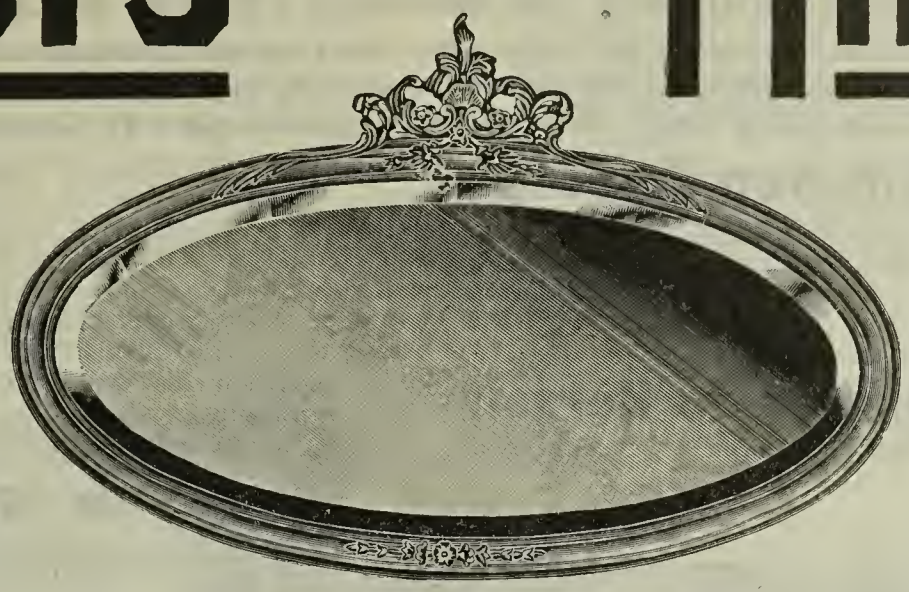
No. 24L-119. Magnificent combination Hall Rack and Mirror! Your choice of either Golden Oak finish, Weathered Oak finish, or Early English Oak finish. Please state your preference. Frame is made of choicest quarter-sawed oak magnificently carved. Has heavy French bevel plate mirror, handsome brass hooks. Size of mirror 12x20 inches. Price.... **$6.25**

Terms: 75c cash, 50c a month.

Mirrors *Department Of* Mirrors

From 30c to $9.75

The xtra thickness of the clear bevel plate — the richness of the frames — the elegance of the designs — all these points of superiority are distinguished by the Gold Medal Brand. You will be quick to appreciate this superiorty when you get your new mirror from us. Our complete line shown here embraces the best and newest styles. Any one will prove a delightful bargain and every one is absolutely guaranteed. Order one today.



No. 25L-100. The rich oval mirror shown here is one of the finest ever put out. It is hand turned, finished in Roman Gilt and has a magnificent top ornament with beautifully burnished points. The exquisite frame is two inches deep and of surpassing elegance and brilliancy. The heavy French bevel plate glass measures 18x40 inches. This is a prize design, and a rare value. Terms $1.50 cash; 75c a mo. Price.. **$9.50**

Gilt Frame Mirror

No. 25L-101. This is a special leader which we have made up in enormous quantities in order to present a most extraordinary value. It has a beautiful frame 4 inches wide with mat ornament and finished in all gilt. The heavy French bevel plate mirror measures 18x40 ins. This mirror is heavily and perfectly silvered, the plate glass is thick and extra clear, the frame is perfectly joined and the back is extra well made. Terms 75c cash: 50c a month. Our reduced price..... **$5.98**

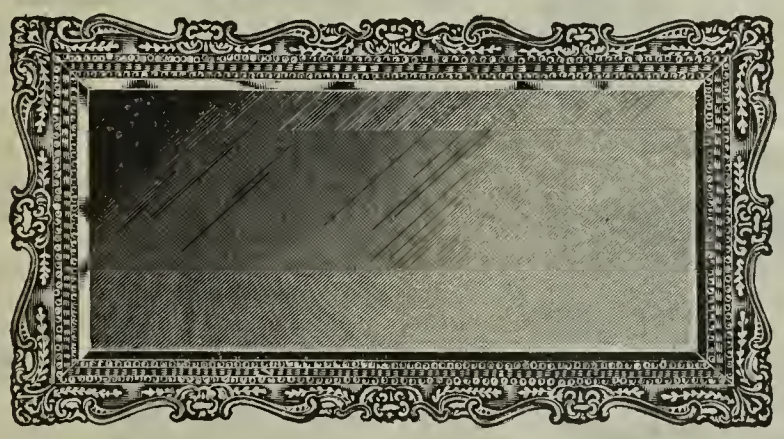
No. 25L-102. Here is a remarkable bargain — a splendid French plate mirror with highly polished golden oak frame made of solid oak. We take pride in being able to offer such an unusual value. The superior quality of these mirrors commends them above any ever offered at equal prices. When ordering, be sure to give exact size wanted, see list below.

Width of Frame, Ins.	Size of Mirror, Ins.	Shipping Weight, Lbs.	Price Each
1	6x 8	5	$ .30
1½	9x12	6	.70
1½	10x14	8	.95
1½	10x18	9	1.20
2	12x20	12	1.65
2	14x24	15	2.40
2½	16x28	20	3.50
3	18x32	30	4.60
3	18x40	40	5.40

New Combination Frame

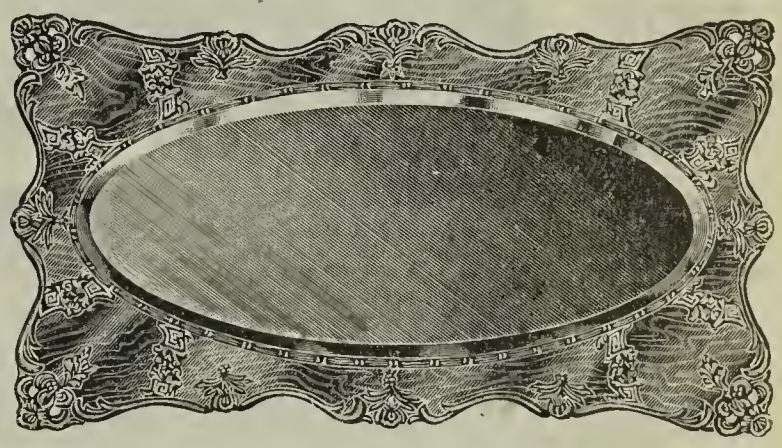
No. 25L-103 New and attractive 4½ inch combination frame of mahogany or oak finish outside, with two-inch gilt ornamented center raised and burnished, with two-inch oak or mahogany inside. Be sure to tell us on your order whether you want the oak and gilt or the mahogany and gilt. The extra heavy, 18 x 40 inch French bevel plate mirror is the finest grade made and the magnificent frame is in great favor. Terms $1.25 cash, 75c per month. Our reduced price..... **$7.68**

Attractive Frame — Heavy French Plate Glass



No. 25L-107. Improved Florentine frame of rich elegance. The frame is four inches wide with one-inch composition raised lining. It is finished in all-gilt. The large high grade genuine French bevel plate glass mirror measures 18x40 inches. Here is an article that will always be admired because of its exceptional quality and beauty. It can be hung, of course, either horizontally or vertically and in either position looks equally fine. Our mirrors are all produced in large quantities at lowest manufacturers' cost and are sold to you direct at greatly reduced prices. This is one of our greatest mirror bargains. Shipping weight about 35 pounds. Terms $1.00 cash, balance 50c per month. Our reduced price only **$7.35**

With Either All-Gilt or Flemish Frame



No. 25L-108. This is not only one of the most ornamental and elegant products but one of the finest quality. It is our famous Gold Medal Brand new three-ply veneer frame and made in either of two finishes: Either all-gilt finish or Brown Flemish, gilt tipped. You can not make a mistake in selecting either of these two styles of finish because either style will prove highly satisfactory to you. The corners are cored so that they will not split or peel. The heavy French bevel plate glass is a beauty and measures 18 x 40 inches. Please mention on your order your choice of finish. Shipping weight about 35 pounds. Terms $1.25 cash, 75c per month. Our reduced price..... **$8.50**

All-Gilt Frame

No. 25L-104. This is accredited as being the most artistic mirror of its kind ever displayed. It has a beautiful 4-inch Florentine bored oval frame finished in all gilt. The large, thick, clear French bevel plate glass has the finest silvering and is therefore a perfect mirror. It is of large size, measuring 18x40 inches. Gold Medal Brand mirrors have that air of quality and refinement that is quickly noticed by all who see them — they are better grade than are usually sold by mail order houses. Shipping wt. 30 lbs. Terms $1.00 cash; 75c mo. Price... **$6.55**

Rich and Elegant

No. 25L-105. This magnificent mirror has a rich frame 3-inches wide, finished in gilt with gold leaf burnished. This is one of the very newest and most popular of the famous Gold Medal Brand frames and is enjoying a wide popularity. A glance at the illustration will show that this is no ordinary article. This large mirror measures 18 x40 inches. The glass is the finest, heavy French bevel plate, and the silvering is perfect. This is a most excellent bargain. Shipping weight about 35 pounds. Terms $1.25 cash, balance 75c per month. Our reduced price. **$8.95**

Roman Gold Frame

No. 25L-106. This exquisite, elegant mirror is one of the most fascinating designs of our celebrated Gold Medal Brand line. It has a hand turned Roman Gold 2-inch frame, with inner line of mat burnished; graceful canopy top ornament in burnished gold. Fitted with large French bevel plate mirror measuring 18x40 inches. To appreciate the superior quality of this beautiful mirror you should see it. No picture can do it justice. Order it sent on 30 days' approval. Shipping wt. about 35 pounds. Terms $1.50 cash, bal. 75c per mo. Reduced price **$9.75**

The "Economy" Kitchen Cabinet at $10.80

UPON TERMS OF $1.50 CASH, AND 75c MONTHLY FOR THE BALANCE

Will pay for itself in the course of a few years in the saving of shoe leather alone. It will save the patient housewife thousands of steps, hours of time and an immeasurable amount of energy. This means nothing less than a preservation of health, the prolongation of life and an increase in happiness and the joy of living. Does this mean anything to you? Can you realize the urgent necessity of an "Economy" Kitchen Cabinet?

The "Economy" Kitchen Cabinet

is just as necessary for the proper and quick execution of cooking and housekeeping as is the desk in the office of the business man and the latter should no more expect his wife to do without a kitchen cabinet than he would be expected to dispense with the use of his desk.

Every Woman, in Justice to Herself

should demand an "Economy" Kitchen Cabinet. Self-interest demands it. Economy demands it. Banish drudgery from your home. Spend less time in the hot, stuffy kitchen and more in the parlor, if you will. Did you ever realize that you walk on an average of ½ to 1 mile in the preparation of a single meal, that you probably duplicate and triplicate this after the meal is over? Did you ever realize what this means in the preparation of three meals during the day, 21 meals during the week, etc? Now, if we should guarantee to cut this "walking-bill" in half by means of an "Economy" Kitchen Cabinet, is there any question left in your mind that your greatest present necessity in the kitchen, if not in the entire house, is

TERMS: $1.50 cash, 75c monthly

A Place for Everything and Everything in its Place

$10.80

The "Economy" Kitchen Cabinet?

You will never realize the endless number of articles that can be stored in an "Economy" Kitchen Cabinet until you try to fill it yourself. It will not only hold everything needed in the kitchen work in the preparation of the meals, but

THE BEAUTY OF IT IS

that it can be placed at a convenient distance from the stove so that everything needed in the work may be within arm's reach without the slightest loss of time or energy. Each cabinet is provided with large bins and many drawers; ample cupboard room for food supplies and cooking utensils, and many other conveniences too numerous to mention. It occupies no larger floor space than the ordinary kitchen table, which can be dispensed with, while in a large part it takes the place of the pantry or cupboard.

The "Economy" Kitchen Cabinets

are positively the best on the market, in their various grades, in point of usefulness, durability, construction and finish. They are made especially for us by one of the largest manufacturers in the world and they present many features not found in other kitchen cabinets, even those widely advertised at double our figure.

Our Kitchen Cabinets are the product of the very best skilled workmen and modern machinery after the patterns of the highest paid designers in the world. Every joint and tenon is perfectly formed, every door is perfectly fitting and the drawers and bins slide without friction and without binding. They can be easily removed and cleaned and are guaranteed to be dust-proof and vermin-proof when kept closed. These cabinets are not to be compared to the cheap lumber affairs masking under the name of "Kitchen Cabinet" sold elsewhere. Nothing but the very choicest, well seasoned and kiln dried hardwood goes into the making of our cabinets and the finish of the exterior, except the white base top and kneading boards, is always in a rich shade of golden which invariably gives the kitchen a neat and bright appearance. The exceptions noted are finished in the natural wood, white and pure, which will not taint the articles of food with which it comes in contact. **No. 23E-904.**

THE KITCHEN CABINET herewith illustrated has a 26x38-inch top. The base measures 30 inches high and the top measures 40¾ inches in height. It has five handy spice drawers and a glass enclosed, dust-proof cupboard and a full-width shelf underneath. The base has a commodious cupboard for pots and pans and a large flour bin capable of holding 60 pounds of flour. Complete with casters. Shipping weight, 115 pounds. **Our price.....$10.80**

A FINE KITCHEN TABLE, $1.35

14E-907. This is one of the most satisfactory Tables for use in the kitchen ever placed upon the market. It is made of thoroughly seasoned hardwood, with a neat basswood top. Legs, sides and ends are finished golden. The top measures 28 inches in width and 42 inches in length. The handsomely turned and securely bolted legs measure 2 inches in diameter. A noteworthy feature is a neat drawer, usually not furnished in tables at our figure. Shipping weight, 40 pounds.

14E-211. Kitchen Table without Drawer **$1.35**
14E-212. Kitchen Table with Drawer...**$1.65**

KITCHEN CABINET BASE, $3.95

23E-908. This is a solid oak kitchen cabinet without back. It is finished in a rich shade of golden —except top and kneading board, which are finished in the natural wood. It has a 26 x 38-inch top, underneath which is a kneading board measuring 18x20 inches. It is also fitted with a neat drawer and a good sized bin capable of holding 50 pounds of flour. We guarantee this to be the very best cabinet base on the market at our bargain figure. It occupies no more room than the necessary kitchen table, yet it possesses many conveniences the latter does not have. Shipping weight, 50 pounds. **Our price**.....$3.95

Send us 75c Cash for this Cabinet Base

23E-909. This strictly high grade kitchen cabinet without back is in a class by itself because it is manufactured throughout of better materials and because more time and care is given to its construction than any other kitchen cabinet ever offered at such a low price.

It does not pay to buy "cheap" kitchen cabinets which are thrown together and then placed on the market at a sensational figure. It pays to buy a good kitchen cabinet from a house that sells nothing but reliable goods at lowest prices and guarantees satisfaction.

This is an unusual bargain offer owing to the superior materials used and the fine workmanship. We buy more kitchen cabinets than any other concern in the country and combine our orders for our 10 great city stores and our immense mail order house so as to be able to take the entire output of a large and famous factory By purchasing in this wise we are able to almost dictate our own prices and by holding the manufacturer to our own specifications as to materials and workmanship we are able to offer you the very superior quality cabinets at prices even less than others charge for the ordinary.

Many people prefer this style of cabinet because it gives a larger table surface and the equipment below is the most complete.

This cabinet is made of the finest air seasoned solid oak finished in a beautiful rich shade of golden. It has an extra large top measuring 47 inches long by 26 inches wide under which are two kneading boards, two drawers and two bins, capacity each bin, 50 pounds. Drawers and bins are fitted dust proof and insect proof. If such a value were offered by other houses the price would be from $7 to $10. Shipping weight, 60 pounds.

Our price (terms 75c cash, 50c monthly).....**$5.45**

$4.75 Two of the most wonderful bargains ever offered to the people of this country $7.65

THIS EXTRA WELL MADE KITCHEN CABINET shipped to you upon receipt of 75c Cash. The balance you pay on our Easy Credit Plan of 50c a month

We offer this Cabinet at $4.75 just to convince you that we are giving the greatest values in the world. Never before did you hear of such a splendid article selling at such a low price and on such easy terms.

PRICE $4.75 Reduced to

23E-910. It is the most positive bargain ever shown in this line and is unapproached by anything else on the market. The workmanship and the material are of the best order and as far as practical uses and conveniences are concerned the enumeration of the various parts with their dimensions, tell their own story. The main top has a height of 20 inches, a width of 36 inches and a depth of 9 inches. It is fitted with five neat drawers adapted for holding various spices and the back can be fitted for hanging cups, pans, etc. The base is substantially mounted on well turned and firmly braced and bolted legs and has a top measurement of 26x38 inches. The top is made of white wood which may always be kept white and clean. Directly under the top is a sliding kneading board measuring 18x20 inches and below this is a neat drawer adapted for holding knives, forks, spoons, etc. A noteworthy feature of this kitchen cabinet is the spacious flour bin, size, 18x20x10 inches, which is a 50-pound capacity. It is constructed throughout of well seasoned solid oak, and, excepting the top and kneading board, is finished in a rich shade of golden. The top, kneading board and inside of drawers and bin are finished in the natural wood, which will not taint the articles of food with which it comes in contact. The drawers and bin are carefully fitted and are practically dust-proof and vermin-proof. Shipping weight, 100 pounds.

Our Price (terms 75c cash. 50c monthly.) Reduced to.....$4.75

THIS SUPERIOR KITCHEN CABINET shipped to you upon receipt of $1.25 cash. The balance you pay on our easy credit terms of 75c a month.

PRICE $7.65 Reduced to

23E-911. A high-class Kitchen Cabinet at a low price; unexcelled as to design, material and utility. It is made throughout from selected, kiln-dried hardwood, with a solid oak front, and all finished in a rich golden color. The base is the same as our 29E-909 and as a matter of convenience to yourself, we can supply it separately at $5.45. Detailed description of the cabinet follows:

The base is firmly mounted on handsomely turned and rigidly bolted legs and contains two drawers and two bins. It has a 26x47-inch top, below which are two kneading boards measuring each 18x20 inches. Directly beneath are two drawers suitable for cutlery, etc., and below the latter are two deep bins adapted for storing apples, potatoes, flour, etc., and of flour each will hold 50 pounds.

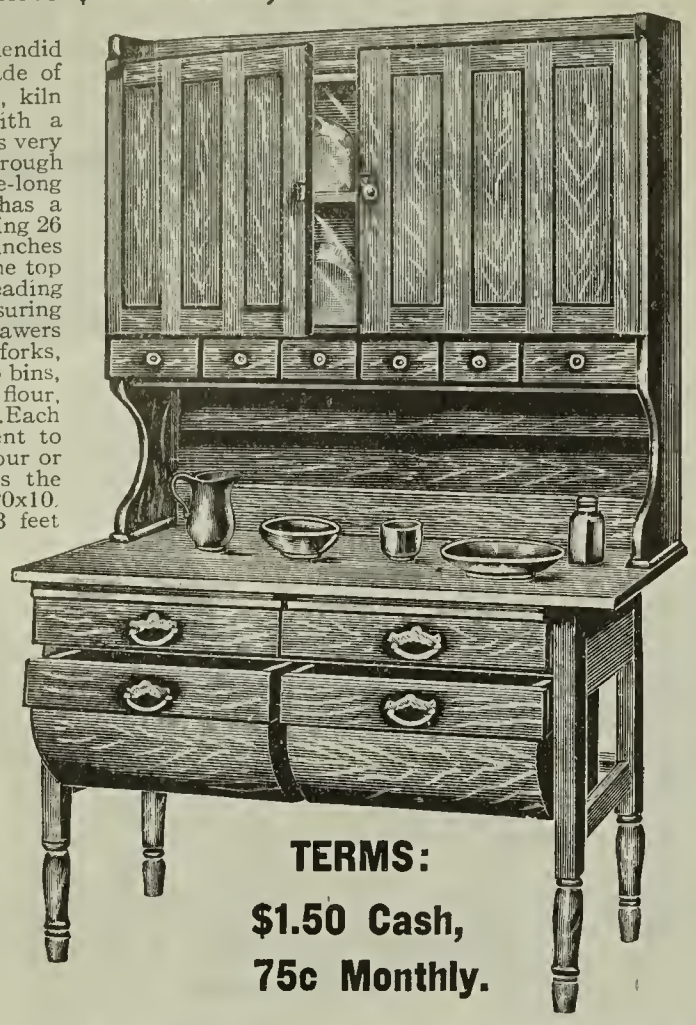
The main top measures 44 inches in width and 20 inches in height. It is 9½ inches deep. The upper portion of the main top is fitted with six neat drawers for spices, etc., and the space between these and the top of the base may be utilized for cooking utensils. All the drawers and bins may easily be removed for airing and cleaning and are guaranteed not to bind or stick.

On this, as well as our other cabinets, we invite the most rigid comparisons. So confident are we that the "Peoples" Kitchen Cabinets are the best on the market for the price, that we stand ready to ship you this one upon your order and give you the privilege of returning same if it does not meet your expectations, in which event, we will immediately return to you your deposit and pay the freight charges both ways. Shipping weight, 140 pounds.

Our price (terms $1.25 cash, 75c monthly.).....**$7.65**

A Substantial Kitchen Cabinet, Only $11.75

Terms: $1.50 Cash; 75c a Month.



23E-905. A splendid Kitchen Cabinet made of thoroughly seasoned, kiln dried hardwood, with a solid oak front. It is very substantially built through out and will give life-long service. The base has a table surface measuring 26 inches wide and 47 inches long. Underneath the top are two neat kneading boards, each measuring 18x20 inches, two drawers for holding knives, forks, spoons, etc., and two bins, suitable for holding flour, apples, potatoes, etc. Each are of a size sufficient to hold 50 pounds of flour or in number of inches the measurement is 18x20x10. The cabinet top is 3 feet 10 inches high, 44 inches wide and 9½ inches deep, and contains six spice drawers and a large shelved compartment above. This is inclosed by two 22 x24-inch panel doors. Every door, drawer and bin is tightly fitting, dust and vermin-proof, guaranteed not to stick. A marvel of compactness, convenience and simplicity.

Order at once, Shipping weight 150 pounds.

Our price ($1.50 cash, 75c monthly) $11.75

This Splendid Kitchen Cabinet will be shipped to your station upon receipt of only . . $1.50

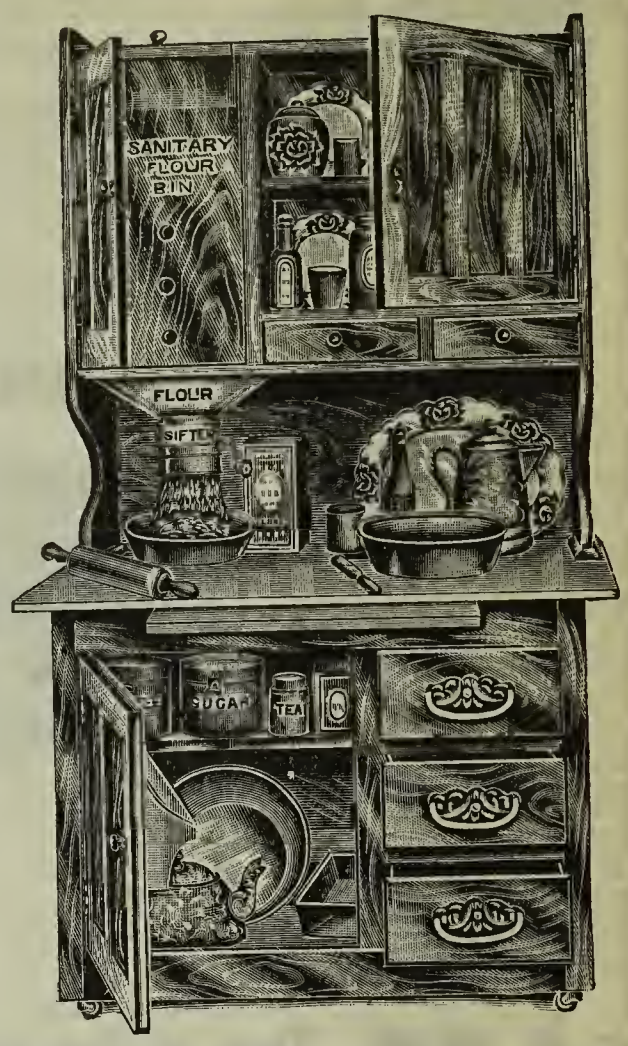
The balance is payable 75c monthly

23F-100. Your home is not complete without one of our labor saving "Economy" Kitchen Cabinets. It lessens the drudgery of household work and increases the joy thereof. It allows you to hasten the kitchen work, thus giving you more time for recreation and rest. This is not a mere fanciful statement intended to coax you into buying an "Economy" cabinet. You can prove it for yourself by sending for one on trial. If after having used one in your home you decide that you would like to leave it go, we will be glad to take it back and refund your money. We never insist upon any customer keeping anything purchased from us that does not prove satisfactory. This "Economy" Kitchen Cabinet is complete with drawers of all sizes, shelves, covers, bins, and kneading board. The construction and finish are unsurpassed. Remember, it is built of the very choicest hardwood, with a solid oak front, and finished throughout in a deep shade of golden. The main top measures 36 inches in width, 41 inches in height and 12 inches in depth. It has a 21x24x12-inch shelved compartment inclosed by two glass doors, on the right of which are four spice drawers and sugar bin. These drawers will be found useful for keeping spices and small cereals and possess the advantage in that they may be removed for airing, cleaning, etc. A convenient shelf under top cupboard may be used as suggested by the picture.

The Base is particularly strong in conveniences. It has a 26x38-inch top covering of white wood which lends itself to being easily and thoroughly cleaned, as it will not lose its color or surface. The base measures 30 inches in height and 24 inches in depth. A tilting flour bin capable of holding 60 pounds of flour and a 21x24-inch pot cupboard are found below. Also large cutlery drawer. Fitted with best quality metal pulls and good casters. Shipping weight, 100 pounds.

Our price (terms $1.50 cash, 75c monthly) $11.85

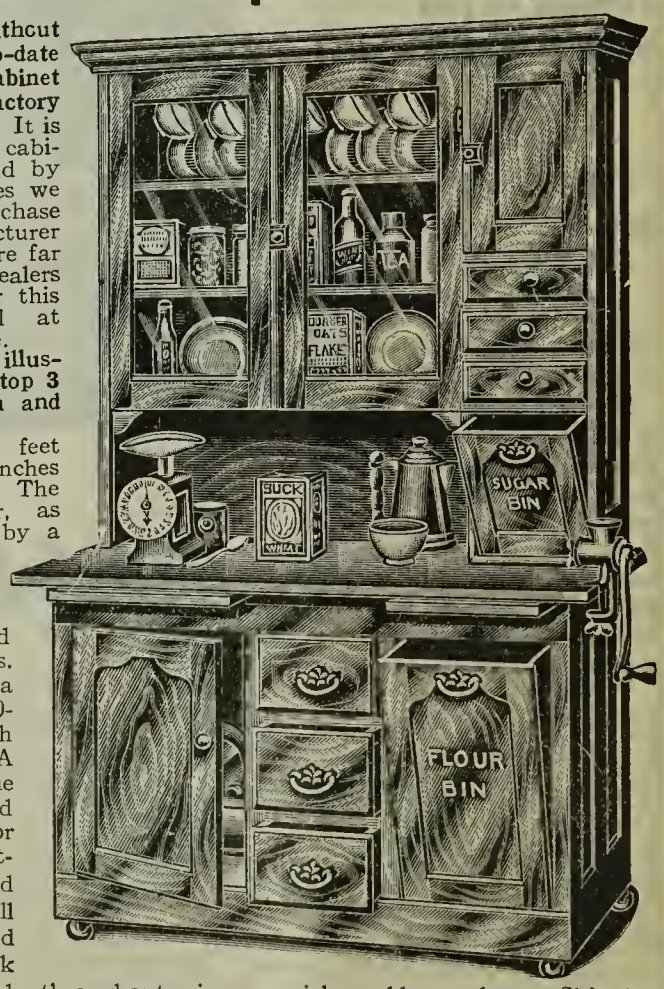
Kitchen Cabinet with Sanitary Flour Bin and Sifter - - - - $2.50 CASH



23F-101. Without question this is one of the handiest Kitchen Cabinets manufactured. Our price is conceded to be a revelation for lowness. Do not be deceived by similarly designed Kitchen Cabinets offered elsewhere at our figure. We guarantee this cabinet to be far superior in workmanship and material. We call your attention also to the "Sanitary Flour Bin." It measures 12½ inches wide by 23 inches high. Contents of flour bin can always be told through the small holes which are backed with glass. Note also the handy flour sifter attached to the flour bin. When not in use it can be covered by a cap furnished so flour cannot fall out. We call your attention also to the base. Note the paneled sides, the three handy drawers, the handy pot and pan cupboard to the left. The cupboard measures 22 inches in width, 30 inches in height and 26 inches in depth. Directly above this cupboard is a kneading board and above this is the white base top which measures 26x38 inches. The main top has a dust-proof compartment fitted with door well adapted for holding china and glassware. Under this compartment are two small spice drawers. The main top measures 41 inches in height, 33 inches in width and 11½ inches in depth. This is one of our own special designs and we guarantee perfect satisfaction. Shipping weight, 150 pounds.

Our price (Terms: $2.25 cash, $1.00 monthly)..... $15.25

$2.75 cash and $1.25 monthly are the extremely easy terms on this high grade Kitchen Cabinet. Utensils and dishes not included. Our reduced price - $18.95

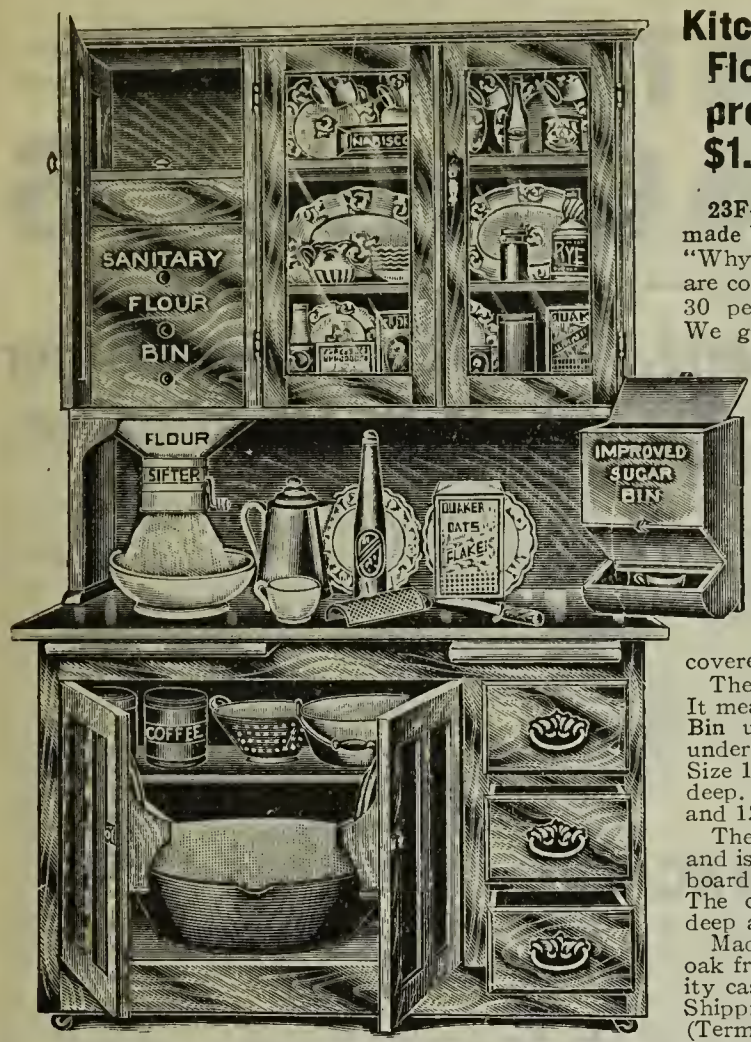


23E-913. This is without doubt, the most up-to-date and handy Kitchen Cabinet ever turned out by any factory and retailed at our price. It is one of the most popular cabinets handled by us, and by reason of our large sales we are in a position to purchase them from the manufacturer in carload lots at a figure far below that of other dealers In consequence we offer this kitchen cabinet retail at the normal factory price.

The base is exactly as illustrated with 26x47 inch top 3 large drawers, flour bin and cupboard.

The main top is 3 feet 10 inches wide, 3 feet 8 inches high, and 12 inches deep. The upper left-hand corner, as illustrated, is occupied by a shelved compartment for glass and China ware. It is kept dust proof by two 32x30-inch doors fitted with 12x24-inch glasses. To the right is found a row of three 9¾x3x10-inch drawers, below which is a tilting sugar bin. A small cabinet above the row of drawers is inclosed by a neat paneled door perfectly fitting and dust-proof. It is constructed throughout of select, well seasoned and kiln dried hardwood, with a solid oak front, and finished throughout in a rich golden color. Shipping weight, 160 pounds.

Our price, (terms $2.75 cash, $1.25 monthly) $18.95



Kitchen Cabinet with Sanitary Flour Bin, Flour Sifter and Improved Sugar Bin, $3.00 cash, $1.50 a month.

23F-102. You can get the best kitchen cabinet made by paying only **$3.00** cash. The question arises, "Why be satisfied with anything inferior?" We are confident you will find our price to be at least 30 per cent. lower than that of any other dealer. We guarantee the construction to be perfect and we guarantee safe delivery.

Now, just examine the picture and ask yourself whether you would not like to have a kitchen cabinet having so many desirable and attractive conveniences.

Note **Sanitary Flour Bin** and **Patent Sifter Combined,** the **Improved Sugar Bin** and the wealth of drawers, cupboards and shelves. Even over the flour bin there is room for a package of cereals, a pot or a pitcher.

Note the small holes in the flour bin. These are covered with glass through which you can see the contents of bin. The flour sifter is attached to flour bin and it may be covered when not in use by a cap furnished.

The cupboard to right of flour bin has glass doors. It measures 12x29x30 inches. The **Improved Sugar Bin** underneath swings on hinges and fits snugly under cupboard. It is absolutely dust and air proof. Size 15 inches high, 10 inches wide and 7½ inches deep. Height of main top 45 inches, 44 inches wide and 12 inches deep.

The white wood top of base measures 27x47 inches and is 31 inches from floor. It has two kneading boards below the top, also cupboard and small drawers. The cupboard measures 31 inches wide, 12 inches deep and 28 inches.

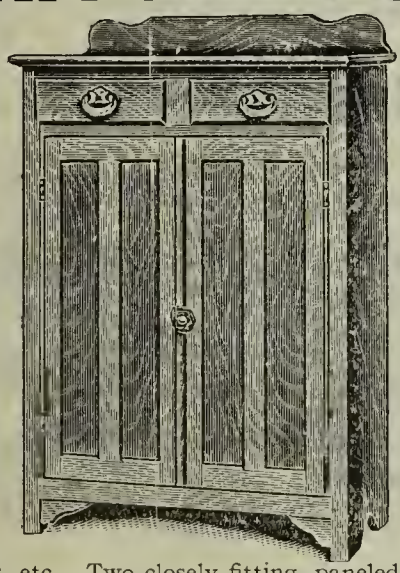
Made of the choicest northern hardwood with solid oak front finished golden. Complete with best quality casters and metal trimmings.

Shipping weight175 pounds. Our price.... **$21.50**
(Terms: $3.00 cash, $1.50 a month.)

23E-919. This is one of the most popular Kitchen Cupboards handled by us and of the many hundreds we have sold in the past few years we have yet to hear a single complaint. It is constructed throughout of choice hardwood, with a solid oak front. It is finished in a rich, attractive golden shade. This cupboard measures 85 inches in height; 38 inches in width; 12 inches in depth of top section and 13½ inches depth of bottom section. It has a very substantial base section fitted with two upper drawers and a large cabinet adapted for holding pots and pans, etc. The latter is inclosed by two tightly fitting, dust-poof solid oak paneled doors. Resting firmly upon the base is the thick glass door top section. The two glasses each measure 12x28 inches and are closely fitted so as to inclose a dust-proof compartment suitable for china and glassware. The extreme top is beautifully adorned by a neatly carved moulding. Directly above the base and in the lower part of the top section two neat drawers are situated, making, in all, four drawers, a larger number than is usually found in cupboards selling at our figure. These drawers are a great convenience and as no cupboard space is sacrificed to make room for them (this cupboard being extra high) their value will readily be appreciated. Shipping weight, 150 pounds.

Our price ($1.50 cash, 75c monthly.) **$10.80**

$4.95 KITCHEN CUPBOARDS $14.50



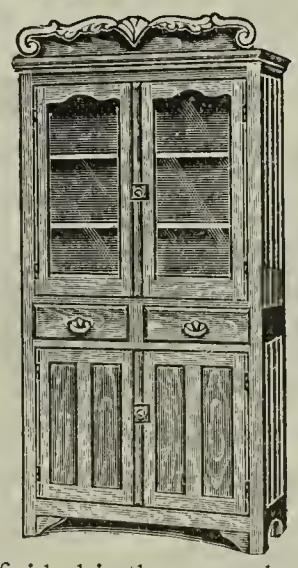
23E-915. This splendid Kitchen Cupboard will be found excellently suited for a small family. It stands 4 feet, 8 inches high and is 3 feet, 2 inches wide. It is constructed throughout of hardwood, finished in a rich shade of golden. Two neat drawers occupy the extreme upper portion of the cupboard and below these is a large compartment fitted with numerous smooth adjustable shelves adapted to holding articles of kitchen ware, dishes, etc. Two closely fitting, paneled doors keep the cupboard section dust-proof. This is one of the greatest kitchen conveniences imaginable and at our low price it is a genuine bargain. Shipping weight, 100 pounds.

Our price (75c cash, 50c monthly.....**$4.95**

23E-916. A large, finely finished and splendidly made Kitchen Cupboard. It is made of the best, thoroughly seasoned hardwood lumber, with a splendid golden oak finish.

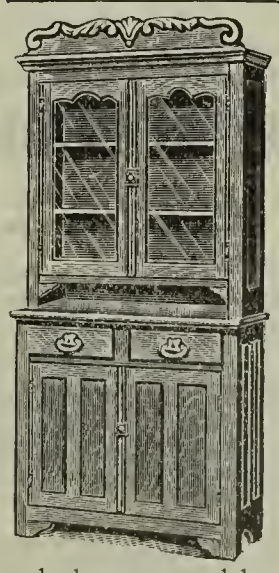
The entire front is made of fine grained solid oak with a royal gloss finish. The cupboard measure 78 inches in height and 38 inches in width. It has handsome carved top moulding, while double panel doors inclose two dust-proof compartments which are divided in the middle by two neat drawers. Both upper and lower sections are provided with an ample number of neat shelves which measure 15½ inches in depth. Drawers and doors are carefully fitted and will not bind or stick. Drawers are fitted with best quality brass handles and doors with a strong locking device. A kitchen cupboard presenting as many good points as this does was never before offered as low as $6.95. Shipping weight, 125 pounds.

Our price ($1.00 cash, 50c monthly) **$6.95**

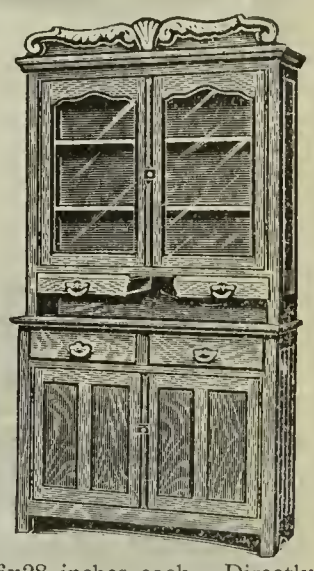


23E-917. This handsome glass door, oak front Kitchen Cupboard presents a greater value than anything in the line ever before offered. Note the neatly designed and hand carved top and the pattern glass doors in the upper section. Each glass measures 12 inches in width and 28 inches in length and is perfectly fitted to the neat frame. Together they inclose a shelved compartment particularly adapted for holding chinaware, glassware, etc. This cupboard is 6 feet, 8 inches high, 3 feet, 2 inches wide, and 15½ inches deep. It has a solid oak front, handsomely finished in a rich golden color. Remainder of cupboard is built of the best well seasoned and kiln dried hardwood, finished in the same color as the front. It is solid all the way through and will last a life time. Shipping weight, 125 pounds.

Our price ($1.25 cash, 75c monthly.).....**$8.85**

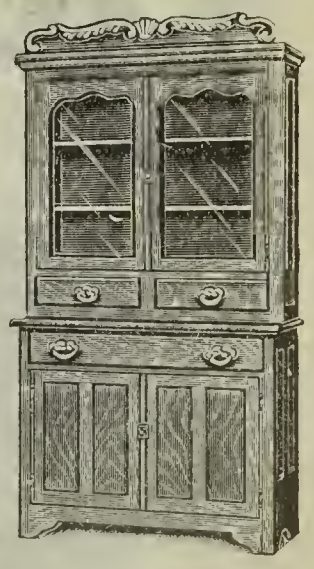


23E-918. This double Kitchen Cupboard is easily worth from $12 to $15. Positively it is the best cupboard retailed at our figure. It is perfect in construction and very neatly designed and gives the kitchen a very home-like appearance. Its great storage capacity will surprise you. It is fully 85 inches in height and 38 inches in width. The top section measures 12 inches in depth and the bottom section exceeds this by 3½ inches. The top is adorned by a neatly shaped and hand carved moulding and has double thick glass swinging doors, tightly fitting and dust-proof. An ample shelf capacity is provided for the accommodation of all the chinaware and glassware used by a medium-sized family. This section rests upon the neatly beveled top of the base, which contains two neat top drawers and a spacious cabinet occupying the extreme lower portion. It is inclosed by two double paneled doors and is especially adapted for holding pots and pans, and other kitchen utensils. Shipping weight, 140 pounds. **Our price ($1.50 cash, 75c monthly) $9.95**



23E-920. This double extra wide Kitchen Cupboard is particularly well addapted for a large or growing family. It is made with a solid oak front and choice, well seasoned hardwood sides and ends, all finished in a rich shade of golden. We call particular attention to the large dimensions of this elegant cupboard. It measures 7 feet, 3 inches in height and 3 feet, 10 inches in width. The top section measures 12 inches in depth and the base exceeds this by 3½ inches. The top has a neatly carved moulding and a roomy cabinet fitted with adjustable shelves and inclosed by dust proof glass doors, the glasses measuring 16x28 inches each. Directly under this section are two neat drawers below which there is an open space. The corner posts of the top rest firmly upon the top of the massive base which is fitted with two drawers and a roomy cabinet below. The latter has double paneled doors, tightly fitting and dust-proof. Shipping weight, 160 pounds.

Our price ($2.00 cash, $1.00 monthly.).....**$12.89**



23E-921. This glass front double Kitchen Cupboard is positively the best in the line. It should be classed with those sold by your local dealer for $25. It is faultless in design, construction and finish. It is made of selected stock that has been thoroughly seasoned and kiln dried. The front is made of solid oak and the finish of the entire piece is in a rich shade of golden. It is divided into two compartments built independently of each other and therefore may be separated if desired. The base or lower section contains a roomy cabinet, inclosed by two solid oak paneled doors, over which is a full-width drawer. The base has a neatly beveled top upon which stands the upper section of the cupboard containing two lower drawers and a spacious cabinet fitted with shelves and a double glass door. Each glass measures 16 inches in width and 28 inches in length. A handsomely carved moulding adorns the extreme top, which gives the entire cupboard an attractive appearance. This cupboard stands 87 inches high, 46 inches wide, and 12 and 15½ inches deep. Order at once. Shipping weight, 170 pounds.

Our price ($2.00 cash, $1.00 mothly.).....**$14.50**

OUR GUARANTEED WASHING MACHINES

Our Washing Machines are the Best in the World. We offer them on our EASY-WAY-TO-PAY plan at 25 to 40 per cent discount from regular prices.

They are the acme of perfection attained in the manufacture of machines to lighten the labors of housekeeping. No other washing machine on the market today can compare favorably with "The People's." These machines, unlike so many others, are designed **not so much for the profit they will produce, but rather for the amount of labor they will save.** They are designed and made especially for us and upon the specifications we furnished. We have made a most careful study of all the washing machines on the market—noted their defects—and then constructed the "People's" Machine with the express purpose of eliminating all the drudgery, all the pain, all the disadvantages, all the **clumsiness,** found in other machines. Ours are the ideal machines in every feature of their construction, and in recommending them to our customers we feel a deep sense of pride—because we know that for every Washing Machine sold we make a well pleased customer and add a life long friend to our list of loyal patrons.

GREAT WASHING MACHINE LEADER $4.55

No. 35E-155. THIS IS THE CHEAPEST HIGH GRADE WASHING MACHINE ON THE MARKET. The tub is constructed of a correct combination of hard and soft wood to insure against warping, drying out and leaking. It is finished in a thorough manner with a high grade filler coating of shellac and the best grade of varnish obtainable. The main hoops and gearing are finished in a bright green. The interior is constructed of a corrugated bottom and side stays, finished in the natural wood, and measures 11x20¾x23 inches. The gearing is made of the best obtainable iron used in the making of washing machines, which will not rust or break. The tub is mounted on stout legs firmly bolted, but as each is attached independently of the other, it will not be found necessary to throw the entire base away should any one of the legs wear out in a few years. This machine will be shipped to you with the distinct understanding that if it is not all and more than what we claim, or, if you are not convinced that it is the greatest bargain you ever saw for the money, it may be returned to us and we will cheerfully refund your first payment and pay the freight charges both ways besides. Shipping weight, 50 pounds.

Our price.....$4.55

THE DETROIT WASHING MACHINE $7.35

THE BEST ROTARY WASHING MACHINE MADE. Material used, construction, workmanship and finish are of the very best, and should be compared to those offered elsewhere at from $10 to $14. Its greatest feature is simplicity, having only three distinct and separate parts in its make-up. This is what gives this machine its great strength and easy running qualities. The gearing is carefully constructed of the best obtainable iron used in the manufacture of washing machines, and the tub is made of thoroughly kiln dried hard and soft woods, in a proper proportion to prevent warping or leakage. It has an interior measurement of 22½x11 inches. It is beautifully finished throughout; the broad steel hoops have an interior measurement of 22½x11 inches. It is beautifully finished throughout; the broad steel hoops are striped in a green bronze, the gear wheel is green enamel, the gearing in gold bronze, and the tub is finished in natural wood, being given a coat of shellac, followed with two coats of heavy coach varnish—this combination making the most beautiful looking machine imaginable. Note particularly the improved construction of the base. Instead of the extended stave leg, usually furnished with machines of this type at our figure, we offer you a machine fitted with the latest detachable leg construction, which does away with the necessity of throwing the entire base away in case a leg becomes broken. This is a point carefully to be considered, and should influence you in making a selection. We will sell you this machine upon the following terms: $1.00 cash with order, balance payable at the rate of 50c each month. Shipping weight, 70 pounds.

NOTE.—COMBINATION WASHING MACHINE AND WRINGER OFFER. We offer this splendid $5.00 ball-bearing "Rival" Wringer, made of the very best wood, steel and rubber obtainable, for only $3.65 extra. We fully guarantee this wringer to be the best you ever saw for the money and one that cannot be duplicated at your local dealer's for less than $5.

ORDER BY NUMBER

35E-156. Detroit Washing Machine.....$ 7.35
35E-157. Detroit Washing Machine and Rival Wringer Combination, complete at..... 11.00
(Terms, $1.50 cash; 75c monthly.)
35E-158. The Rival Ball-Bearing Wringer..... 3.65

THE 20th CENTURY REVOLVING WASHING MACHINE

$9.25 **Terms: $1.50 with order Balance 75c each month**

35E-159. THE VERY LATEST IMPROVED WASHING MACHINE MADE. It is a double action, ball-bearing revolving machine, built along the lines of the greatest simplicity, insuring a machine of the greatest strength and durability as well as ease of operation. The tub is made of red cypress, with the bottom and sides of the interior corrugated to increase agitation of the water while the tub is in action. When in action, this Washer has an oscillating movement, which greatly adds to its efficiency. The pivot post in the center of the tub revolves in the opposite direction from that of the tub, and it is this pivot which carries the circular scrub board, fitted with cleats on the under side, and this board fits closely down upon the clothes. The oscillating movement of the tub, together with the circular scrub board traveling in opposite directions, applies the principle of the old-fashioned wash-board but it certainly makes washing a real pleasure, instead of a back-breaking and muscle tiring ordeal. All metal parts exposed to the action of the water are heavily galvanized to prevent rusting, and the hoops and other metal parts are handsomely finished. Shipping weight, 70 pounds.

Our price.....$9.25

Each machine is covered by our **Money Back Guarantee of Satisfaction.** It guarantees each machine to be just exactly as represented—it guarantees them to be the easiest running and the easiest to operate of any make of machine on the market. It guarantees to **Refund Your Money** and permits you to return the machine at our expense if you are not thoroughly and completely satisfied with your purchase.

These are the Washing Machines that bring the clothes out **Clean and White and Undamaged.** They never tear the clothes. Any child can operate one.

Order today. We will send one to your station on receipt of small first payment.

No. 35F-160

BERLIN BARREL WASHER $7.95

The Latest, Most Improved Washing Machine on the Market.
A newly invented washing machine that does better work than any other, with less trouble and energy. It is built on correct, scientific lines. Read description of this washing machine marvel, below.

Terms: **$1.25** Cash; Balance, **75c** a Month

DON'T KILL Yourself over the backbreaking, life-sapping wash tub with it's ceaseless rub, rub, rub. Get the easiest running, smoothest working, most practical washer on the market by sending us

ONLY, . . $1.25 CASH

The balance on the easy-to-pay plan of 75c a month.

The Berlin Washer may be operated with such ease that it's like work done by magic. With the slightest effort the result is wonderfully astonishing.

It's not the rough surface, not the irregular rough handling, tearing of clothes that cleanses them, but the gentle forcing of hot water through the fibre of the clothes. If with the water you use superheated steam, the time for cleaning and wear on the clothes is lessened.

The cardinal features of a desirable washer are its ease of operation, it's simplicity, its gentle handling of soiled clothes to prevent tearing, its quickly and thoroughly cleaning same.

Best features all embodied in Berlin Washer, as it alone adapts every scientific principle with less mechanism and eliminates all objectionable features ever applied to a washer.

The Berlin eliminates entirely any complicated gearing.

The Berlin is the only washer absolutely air-tight, making it possible to force alternately steam and hot water through clothes, which thoroughly sterilizes them.

The Berlin washer, because of this air-tight feature retains the heat in water, thus making boiling of clothes entirely unnecessary.

The Berlin uses less water, for being confined, there is no evaporation or loss of steam usually filling the room which is so detrimental to the user of machines.

The Berlin with its constant and complete agitation of the entire contents of barrel gives full use of all the water, all the soap, all the suds, all the steam all the time.

The Berlin washes alike the tiniest piece of linen and largest blanket with equal ease and absolute certainty of not tearing.

The Berlin washer has a most rigid wringer attachment, most conveniently and substantially arranged, entirely independent of barrel.

Construction. The Berlin washer is made as carefully and finished off as nicely as the finest piece of furniture. It is made of solid oak staves, each stave perfectly matched thus making barrel air and water proof. Lid is made of same material with cork strip all around the edge to make it absolutely air and water tight. The finish is a bright golden with orange color hoops and aluminum color gearing. Frame is made o. oak, very substantial and heavy. Shipping weight, 85 pounds.

Our price $7.95

Directions: Two pails of hot water, boiling if possible; cut up ⅓ cake of soap or equal quantity of substitute; put in sufficient clothes to bring the water half way to top; put on cover so bars are parallel to wringer board and washing may be begun.

Place chair with side to washer so when seated arm may have full swing. Start as pendulum motion forcing washer around two or three complete revolutions, then let gravity aid you in starting reverse. By reversing every two or three revolutions, without exertion, five to six minutes will give you perfectly cleaned clothes. Open cock valve to release steam generated by this constant agitation, then remove cover, wring your clothes from barrel to clear water or basket, when you will find your water in barrel sufficiently hot for several washings. If your clothes are very much soiled, clear water should be put in for each washing and that regardless of abundance of suds.

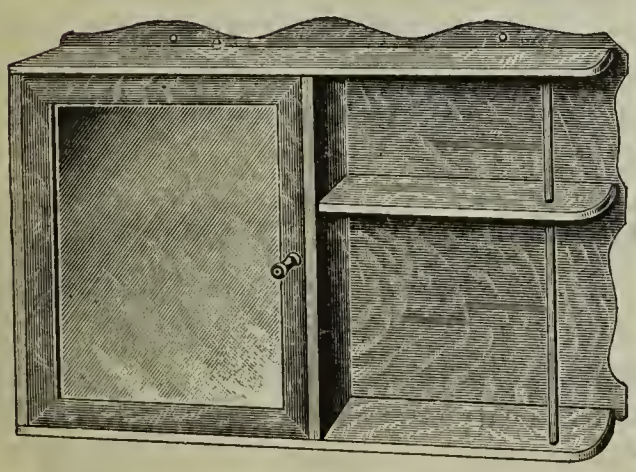
In order to prevent the necessity of any oil whatever, the bearings are metal against the cross grain of the all oak frame. A small shaving of soap under each bearing makes it turn with practically no friction.

The simplicity of the inner mechanism, though arranged for most practical results and general construction of entire washer manufactured and exclusively controlled by ourselves, gives you the only practically indestructible washer manufactured.

After washing, replace cover to retain moisture in barrel.

89c MEDICINE CABINETS $3.10

Be sure to include a Medicine Cabinet in your order. No modern home is complete without one. Insure the health of your family by having a place for medicine bottles and drugs.

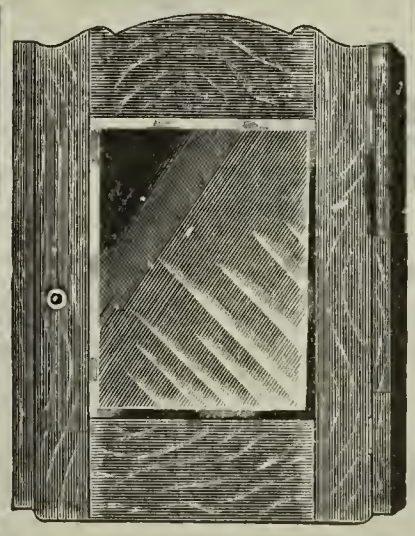


35E-970. Our Medicine Cabinet Leader, worth $1.50. At 89c it is a genuine bargain. It is constructed of solid oak wood with a durable finish. Has a 3-compartment medicine cabinet inclosed by a door containing a 9x12-inch good quality mirror, and a number of open compartments for toilet articles. This combination toilet and medicine cabinet measures 26x16x6 inches and is divided off equally for the two purposes just mentioned. This cannot be duplicated at our figure. Order at once. Shipping weight, 8 pounds.

Our price 89c

35E-971. A neatly designed Medicine Cabinet. It will cost you $2 and over to duplicate at your local dealer's or at any other mail order house. It is constructed throughout of solid oak, with a rich, golden finish. Inside is partitioned with shelves for bottles. It measures 12 inches in width and 18 inches in height. A very necessary article at a small figure. Shipping weight, 14 lbs.

Our price $1.25

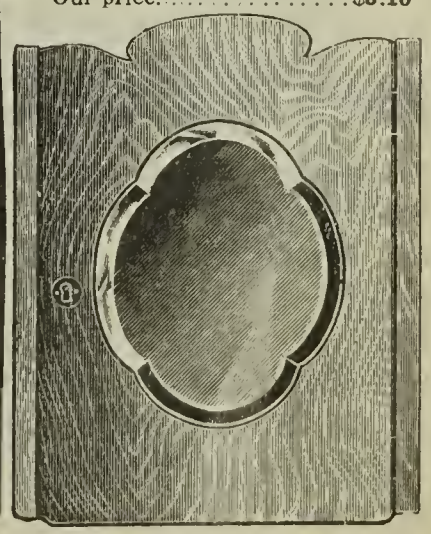


35E-972. This is one of our extra special bargains in a Medicine Cabinet with a perfectly beveled 8x10-inch French mirror. Note the handsomely designed front, covering an interior equipped with shelves designed to hold bottles. It is made of choice oak wood, with a rich golden finish. The size is 13x17 inches. Trimmings consist of good quality hinges and brass knobs, nicely wrought. We guarantee satisfaction. Shipping weight, 20 pounds.

Our price $2.85

35E-105. In this number we offer you a $5 Medicine Cabinet for $3.10. It is made especially for our trade and by reason of the enormous demand we are able to buy it at a very low price and our figure of $3.10 is proof of this assertion. It is constructed of solid oak, finished golden, or it can be furnished finished in a weathered effect. It measures 13x17 inches and it contains a beautiful pattern. French bevel plate mirror measuring 8x10 inches. It is fitted with a good lock and key and best quality hinges. Shipping weight, 20 lbs.

Our price $3.10



VICTOR and JACK-FROST ANTISEPTIC REFRIGERATORS

POINTS OF.....
SUPERIORITY
OF THE
"VICTOR" & "JACK FROST"
REFRIGERATORS

Most economical production of cold, dry air, greatest ice savers, most scientific construction, perfect workmanship.

REASONS WHY
They Were Selected by the United States Government for use in the Army and Navy.

Removable Ice Compartment, Anti-Septic Zinc Lining, Automatic Drip Cups, Ball Bearing Casters and Automatic Lid Holder.

THE WORLD'S BEST.

We offer at prices slightly above cost of manufacture the best refrigerators made. We can prove it. It is an easy matter to make a statement, another matter to prove it. We propose to demonstrate by means of engravings from actual photographs and by word descriptions just exactly why the "Victor" and "Jack Frost" stand in the front rank with high grade refrigerators, and we will prove to you why they are the best food "preservers," the most economical ice savers—in other words, the greatest health protectors and the greatest money-earners.

A CHEAP REFRIGERATOR IS DEAR AT ANY PRICE

It may be put down as an accepted fact that nothing is dearer than a cheap stove or a cheap refrigerator. Each requires to be fed, and the greater the number of defects in its make-up, the greater amount of food (coal or ice) will be required to produce a given result.

USED IN ARMY AND NAVY

Before going into further details, we would like to mention, in passing, that since the United States army commenced using our make of refrigerators, no more complaint is heard of bad beef. It might be interesting to observe also that many of the fighting ships bearing the Stars and Stripes on their mast-heads are fitted with these refrigerators, and as they were selected by the United States government against the strenuous competition of hundreds of others, the superiority of ours may readily be conceded.

QUALITY: OUR WATCHWORD

In the selection of our great line of refrigerators, we are influenced by two great ideas, viz: (1) We wanted a refrigerator of which we could truthfully and conscientiously say to our great army of customers scattered throughout the length and breadth of this country: "Take this 'food preserver' into your home and we absolutely guarantee that it will keep your food stuffs in perfectly wholesome condition." We say further, order it with the distinct understanding and agreement that if it is not just exactly as represented, or, if you find that it is not the greatest bargain on the market, you may return it to us and we will refund every cent expended by you in placing the order. Could anything be more fair? We also hold ourselves responsible for its safe delivery to your station.

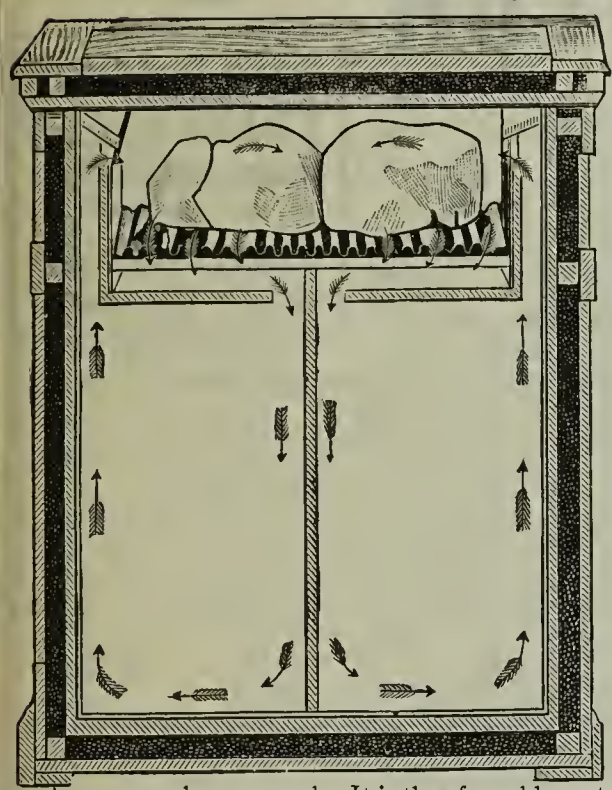
AT WHOLESALE

(2) We wanted a refrigerator possessing every good feature of the best on the market, and we wanted one to offer to our customers at a price easily within their means. We were not willing, however, to sacrifice quality for the sake of low price. Thereupon we turned to the most successful maker of refrigerators we know of, reputed to be the largest manufacturer of refrigerators in the world, whose output mounts up into the hundreds of thousands, who ships to every part of the civilized world where a refrigerator is a necessity, and we placed the largest single refrigerator order ever given this successful firm, with the result that we now are in a position to offer these high grade refrigerators at a smaller figure than your local dealer is able to purchase them from the maker; in other words, we offer them to you retail at less than the regular wholesale price.

THE STORY OF THE CONSTRUCTION OF THE WORLD'S BEST ANTI-SEPTIC REFRIGERATORS

Just why the "Victor" and "Jack Frost" refrigerators are the very highest types of food preservers on the market today is an interesting story. We propose to take one apart and show you step by step its mechanical makeup or construction, its most up-to-date and improved features and its great practicability.

Production of Dry Cold Air



The chief aim of a refrigerator is the production of dry, cold air properly circulated throughout every part at the least expense of ice. It has been proven by actual hygrometer test that our refrigerators give 25 per cent dryer air than any other make (one reason why they have been selected by the United States Government for use in the Army and Navy), while their construction permits 12 per cent. greater ice capacity, and the resultant four to six degrees lower temperature in thirty minutes.

The accompanying diagram fully illustrates the theory of circulation in all our refrigerators. The arrows indicate the direction of the currents of air, which are kept in constant motion by the opposing forces of heat and cold. These currents are created by the cold air from the ice chamber entering the provision room at the top near its center; from thence it passes down and around whatever articles may be stored therein, taking on their odors and becoming more or less warmed. It is then forced by natural laws to ascend to the top where its only outlet is through the flues at either side of the ice chamber; here it is condensed and cooled, settling down over and around the ice, which lies upon a rack made of heavy corrugated galvanized iron; when the air comes in contact with this iron, it being cold as the ice itself, it quickly condenses all vapor or odor that may remain, thus leaving all impurities to pass off through the drip pipe with the melted ice. The condensation is the same as seen on a pitcher or glass of ice water coming in contact with a warm, moist atmosphere, and also forcibly illustrated by the breath coming in contact with cold, frosty atmosphere. It will thus be seen that all odor or vapor is removed, and the pure, dry cold air returns to the provision chamber, thereby securing the most favorable conditions possible for the preservation of all articles stored therein. These conditions will continue so long as the ice chamber is kept filled with ice. Moisture in the provision chamber is a deadly foe, creating foul, poisonous air, and destroying instead of preserving its contents.

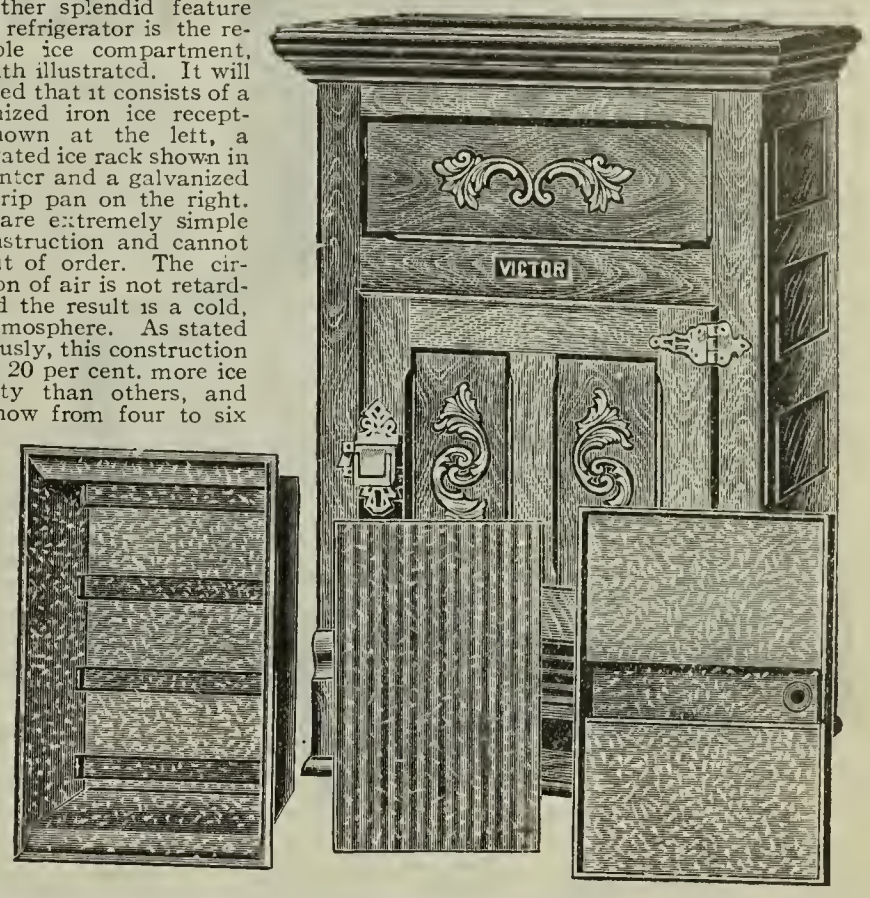
The circulation of the Victor and Jack Frost keeps the air dry, pure and cold. All these conditions are necessary to insure perfect preserving qualities in a refrigerator. The Victor and Jack Frost Refrigerators are the best made for preserving and keeping all articles stored therein pure and hygienic.

Anti-Septic Zinc and Enameled-Zinc Linings

Another word about the linings of our refrigerators. The "Victor" and the "Jack Frost are lined,—the former with anti-septic zinc and the latter with white enameled anti-septic zinc. We would content ourselves with this explanation were it not for the fact that there are many zinc lined refrigerators offered the public that should never find a place in any home. It must be remembered that zinc is used for various purposes other than for refrigerators, and in certain stages it is positively injurious, poisoning the foods coming in contact with it, causing it to decay, etc. The zinc used for lining the "Victor" and the "Jack Frost is prepared for its particular use by a secret process that is positively non-injurious, it is easily cleaned and it is the best known non-conductor of heat and cold. If you value the health of your family, if you have at heart the welfare of your near and dear ones, be sure to order a "Victor" or "Jack Frost" anti-septic zinc lined refrigerator and no other.

Removable Ice Tank

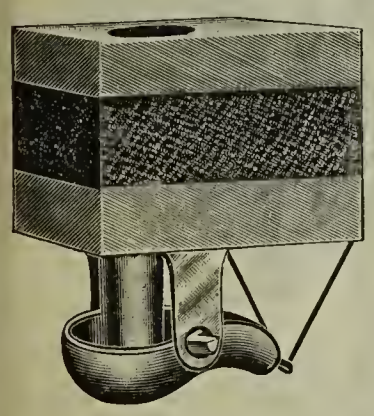
Another splendid feature of our refrigerator is the removable ice compartment, herewith illustrated. It will be noted that it consists of a galvanized iron ice receptacle shown at the left, a corrugated ice rack shown in the center and a galvanized iron drip pan on the right. They are extremely simple in construction and cannot get out of order. The circulation of air is not retarded and the result is a cold, dry atmosphere. As stated previously, this construction allows 20 per cent. more ice capacity than others, and will show from four to six



degrees lower temperature in thirty minutes. Furthermore, it makes every part of the refrigerator easy of access for cleaning. Then, too, think of the convenience of allowing the ice man to take the receptacle out to his wagon where he can fill it with ice, carry it back into the house the same as you would a basket, and place it into the refrigerator—all this without muss or dirt or wetting up the floor with drippings—truly cleanly and practical all the way through.

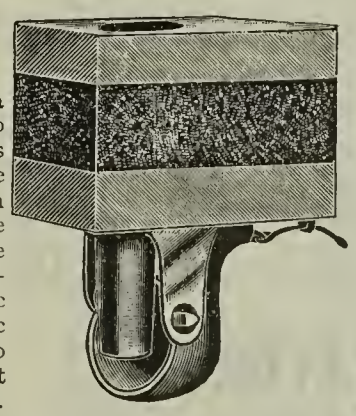
Scientific Construction

In the construction of our refrigerators the matter of good material and expert workmanship are not the only considerations. A refrigerator is like a high grade piano, it must be constructed on certain tested scientific principles in order to produce the highest results, and we can conscientiously state that from a constructive and scientific point of view our refrigerators cannot be excelled by any other make on the market. Our case work is made of clear, hard northern ash, finished in a substantial, rich, golden oak, with spar varnish. We repeat, that our refrigerators are made on the most modern and correct theory of insulation. First we have an inside wall of anti-septic zinc in the "Victor, or enameled anti-septic zinc in the "Jack Frost," then a heavy wall of matched, tasteless and ordorless pine lumber, then a wall of charcoal shreathing, a space of dead air, and then a second wall of sheathing inside the outer casing.



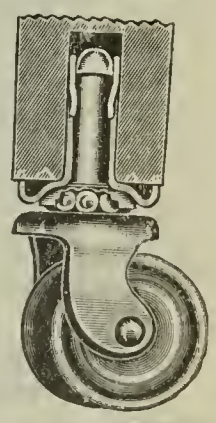
Automatic Drip Cups

The illustration herewith given affords a very clear idea of the newly invented drip cup with which our refrigerators are fitted. It is made of cast iron and is securely screwed to the base of the refrigerator, thus preventing it from falling and letting the warm air up into the ice chamber. A string leading to the front of the case can be pulled to drain the cup before removing the pan to be emptied; releasing the string returns the cup to its place, and holds the drip while pan is being emptied, so that no water will fall on the floor. This is our great automatic drip cup which we herewith illustrate.



Ball Bearing Casters

In the accompanying illustration we show a cross section of our patent self-retaining, ball-bearing casters used on our refrigerators. They are made of steel, with wooden wheels, and therefore do not cause rust stains on the floor. They will not drop out when the refrigerator is raised from the floor, but they can be easily removed if necessary and returned just as easily.



THE DRIP PAN is felt insulated, which is a new invention, and it is positively the only one that will not condense. It is double throughout and has all turned edges.

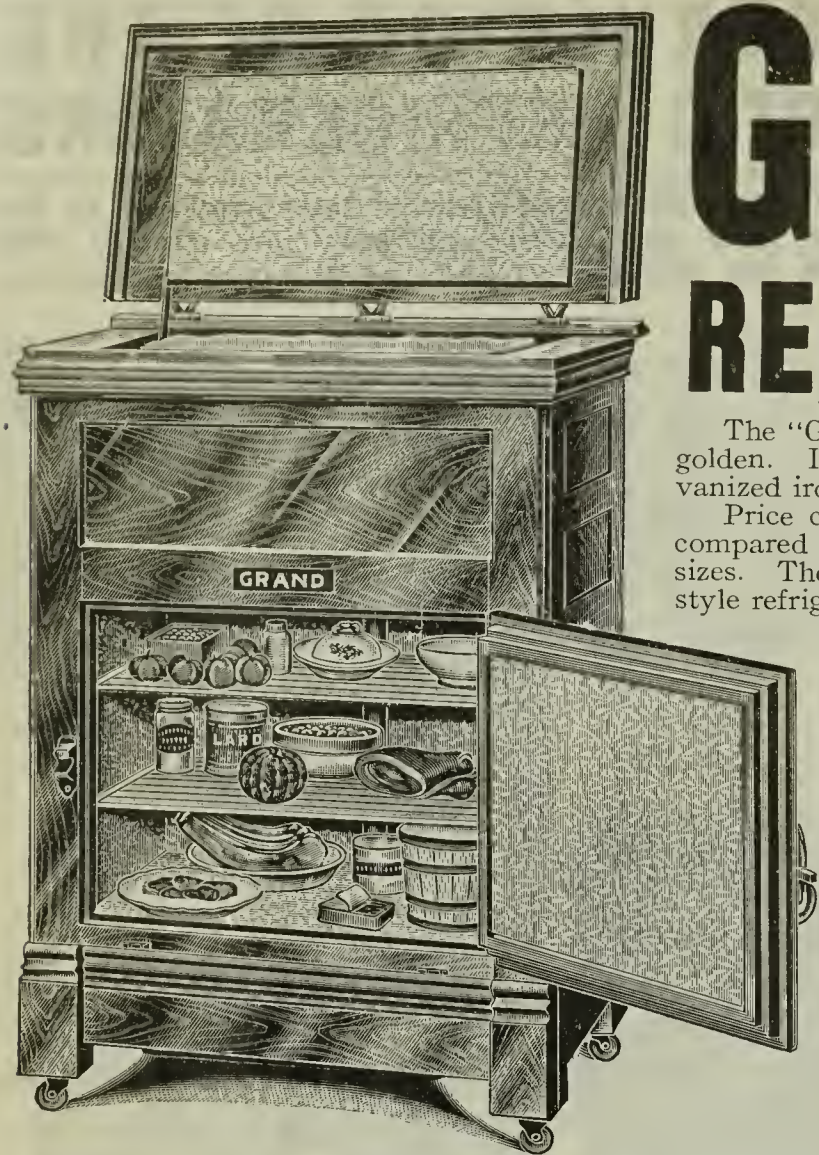
DRIP PIPE The drip pipe fitted on our refrigerator is easily the best on the market. It is removable with a screw air tight joint, so constructed that it will never interfere with proper circulation, a very common trouble in ordinary refrigerators.

THE SHELVES are made to slide and, there is plenty of air space between the strips of the shelves—allowing the very best possible circulation. Furthermore, they may be adjusted to different heights, a very desirable feature, permitting the storing of different sized vessels, not possible where the shelves are stationary.

TRIMMINGS Our refrigerators are fitted with solid cast brass trimmings, heavily plated and polished. There certainly is nothing cheap about their make-up, everything is of the very highest quality, no expense being spared to make the best refrigerator on the market.

AUTOMATIC LID HOLDER

Just to show the completeness of our refrigerators, we mention the fact that they are fitted with an automatic lid holder. No danger of the lid falling down and smashing your fingers or your head.



GRAND REFRIGERATOR

$6.75 and up, according to size

Safe Delivery GUARANTEED

WE WARRANT
QUALITY—the best
PRICE—the lowest

The "Grand" Refrigerator has a case of solid ash, finished golden. It is lined with zinc and has a non-removable galvanized iron ice receptacle.

Price considered, our "Grand" Refrigerator is not to be compared to those sold elsewhere at our prices in the various sizes. The "Grand" has always been the standard for old-style refrigerators and it represents the best earlier years had to offer. We were the first to bring on the market the superior **removable-ice-compartment** refrigerator, a feature the "Grand" and its hosts of inferior competitors and imitators lack. The difference in price between the "Grand" and one of our "Victor" or "Jack Frost" removable-ice-compartment refrigerators is so slight that you will find it well worth your while to pay a little more for the latter article. Think of the convenience of a removable ice compartment! Easy of access, always clean, always handy. You take the ice receptacle to the ice wagon or ice house, as the case may be, have it filled with clean ice, and back it goes into the house with no drippings of melted ice to muss and wet the floor. Now, the "Grand" refrigerator is a good enough refrigerator, in its class. But you want a more up-to-date refrigerator, and certainly we make it very easy for you to obtain the better refrigerator. First, by our extremely low prices; and secondly, by our easy-way-to-pay credit system.

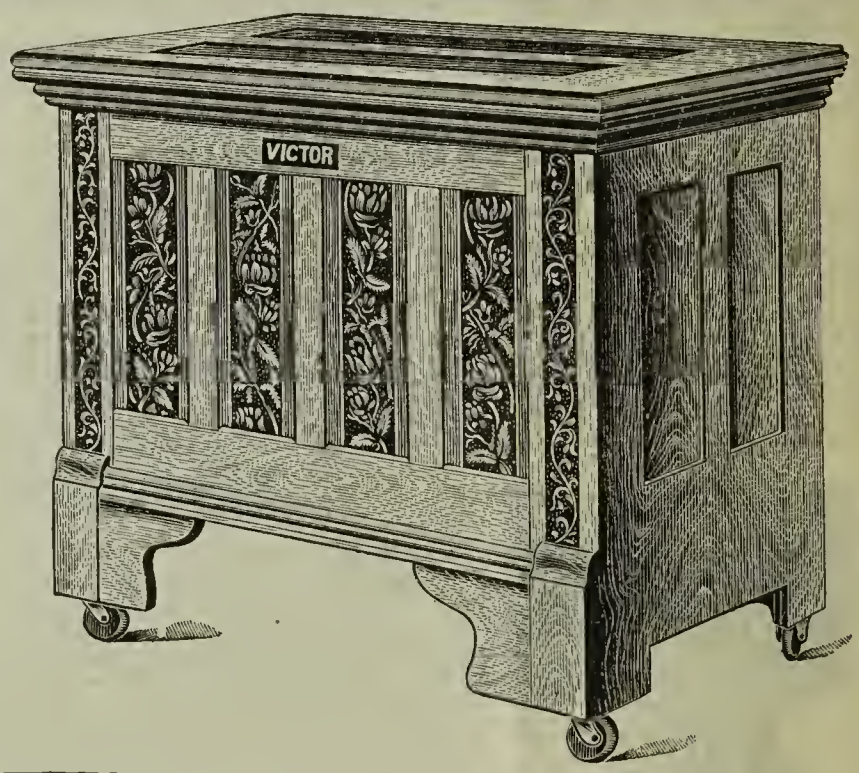
Below you will find our price list of the "Grand" refrigerator in its various sizes.

We sell it if you want it, but we hope the price will not stand in your way, when for a little more money you can buy a far superior and more up-to-date article.

Catalogue Number	Ice Capacity Pounds	Provision Chamber Inches	Width Inches	Depth Inches	Height Inches	Shipping Weight Lbs.	Our Price	First Payment	Monthly Payment	Same with Porcelain-Lined Water Cooler	First Payment	Monthly Payment
32E-101	30	14x11x12	23	15	37	90	**$ 6.75**	**$1.00**	**$0.50**	**$ 9.25**	**$1.50**	**$0.75**
32E-102	50	16x11½x14	25	16	39½	100	**8.49**	**1.25**	**0.75**	**10.99**	**1.50**	**0.75**
32E-103	63	19½x11¾x16½	27	17	42	120	**10.69**	**1.50**	**0.75**	**13.19**	**2.00**	**1.00**
32E-104	90	21½x12¾x18	29	18	44	145	**12.95**	**2.00**	**1.00**	**15.95**	**2.25**	**1.00**
32E-105	106	25½x14¾x19½	33	20	46	165	**15.48**	**2.25**	**1.00**	**18.48**	**2.75**	**1.25**

$5.25 UP according to size

"VICTOR" ICE-CHEST



This standard type ice-chest will be found very useful in dairies or supplementary to the regular refrigerator in the home. It is constructed throughout of solid hardwood, finished in the richest shade of golden. It is built on our perfect system of cold air circulation; fitted with ball bearing patent casters, illustrated and described on page 64 of this catalogue; automatic lid holder, and our patent drip cup, which works automatically.

Our No. **32E-110** is an excellent large ice-chest and will appeal chiefly to grocers and provision men. It is of large dimensions and will be found eminently satisfactory.

Catalog Number	Width, Inches	Depth, Inches	Height, Inches	Shipping Weight, Pounds	Our Price	First Payment	Monthly Payment
33E-106	27	17	23	70	**$ 5.25**	**$0.75**	**$0.50**
32E-107	30	19	25	80	**7.35**	**1.00**	**0.50**
32E-108	32	21	27½	90	**8.98**	**1.25**	**0.75**
32E-109	36½	23	35	145	**12.75**	**2.00**	**1.00**
32E-110	50	30	38	290	**29.00**	**4.50**	**2.00**

CARE OF REFRIGERATORS

Always Keep the Ice Chamber Full of Ice It is economy to keep the ice box well filled with ice, as it will take less ice. If the ice chamber is kept well supplied, it will always keep a circulation of cold, dry air in the provision chamber, free from moisture. The greater the supply of ice the closer the temperature of the ice chamber will be to that of the ice itself, thus preventing the melting of the ice, and producing a more lively circulation of cold air most beneficial to the proper preservation of the food.

In case the ice should be completely consumed at any time and the refrigerator becomes warm, all its contents should be removed and the refrigerator thoroughly cleaned.

Never place warm provisions in your refrigerator. Do not keep provisions in the ice chamber.

New refrigerators should stand from twelve to twenty-four hours after the ice chamber is filled before placing articles in the provision chamber.

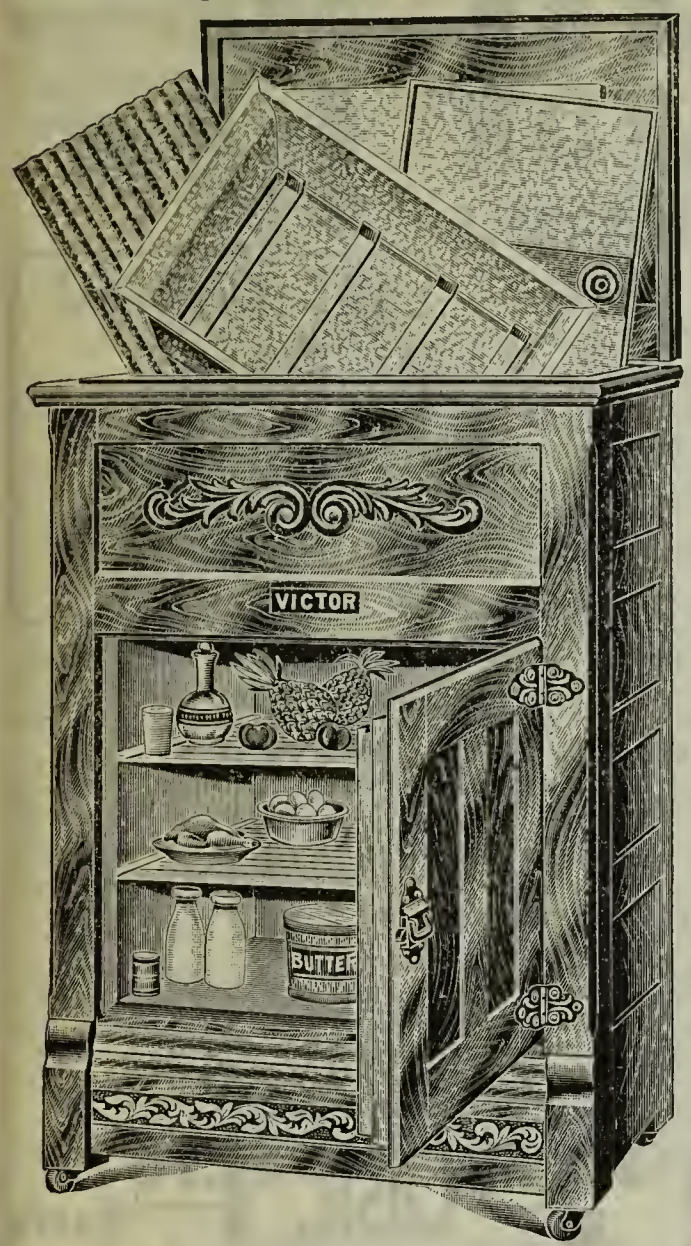
A refrigerator should never be used for storing provisions and perishable articles unless there is ice in the chamber, for the reason that there can be no circulation without the cold air. Consequently its contents will mould and decay.

In using refrigerators without ice, the lid should be left open to allow circulation. See that the drip pipe does not get choked or filled up with refuse from the ice chamber; it can be taken out, when necessary, by unscrewing.

Follow these directions and your refrigerator will always give satisfaction.

Suggestions Cleanliness is the first suggestion. All refrigerators should be carefully cleaned before using. Next, see that the drip cup at the bottom end of the drip pipe under the refrigerator is kept closed. If this is not done the air will enter the ice chamber through the drip pipe and thus melt the ice, thereby causing a great and useless waste of ice. It is important to look after this point.

Antiseptic Zinc Lined VICTOR REFRIGERATOR



$7.85 and up, according to size

See Price List below for all sizes

Shipped on approval and FREE TRIAL

This is beyond doubt the lowest-priced Refrigerator on the market that possesses the improved features.

It is constructed of solid Ash, finished in a rich shade of golden. The panels are adorned with handsome carvings and in all it presents a very neat apearance.

Its construction is high grade throughout. The workmanship is the product of skilled cabinet makers. It is fitted with a **removable ice chest,** the great advantage of which is fully described on page 64 of this catalogue. The air circulation is perfect and we guarantee that this refrigerator will do its work at less expense of ice than any other similarly priced. It is lined with our specially prepared antiseptic zinc, and we guarantee will not taint the food with which it comes in contact. Other features, such as the automatic drip cup, ball-bearing casters, automatic lid holder, sliding and adjustable shelves, will also be found fully described and illustrated on page 64 of this catalogue. The trimmings are of solid brass, guaranteed not to tarnish. It has two full-width provision shelves as illustrated. Order one today.

SIZES, PRICES AND TERMS

Catalogue Number	Ice Capacity, Pounds	Provision Chamber Inches	Width Inches	Depth Inches	Height Inches	Shipping Weight Pounds	Our Price	First Payment	Monthly Payment
32E-111	30	14x11x12	23	15	37	90	$ 7.85	$ 1.25	$ 0.75
32E-112	45	16x11½x14	25	16	39½	100	9.75	1.50	0.75
32E-113	63	19½x11¾x16½	27	17	42	120	11.95	1.50	0.75
32E-114	90	21½x12¾x18½	29	18	44	145	13.65	2.00	1.00
32E-115	106	25½x14¾x19½	33	20	46	165	16.45	2.25	1.00

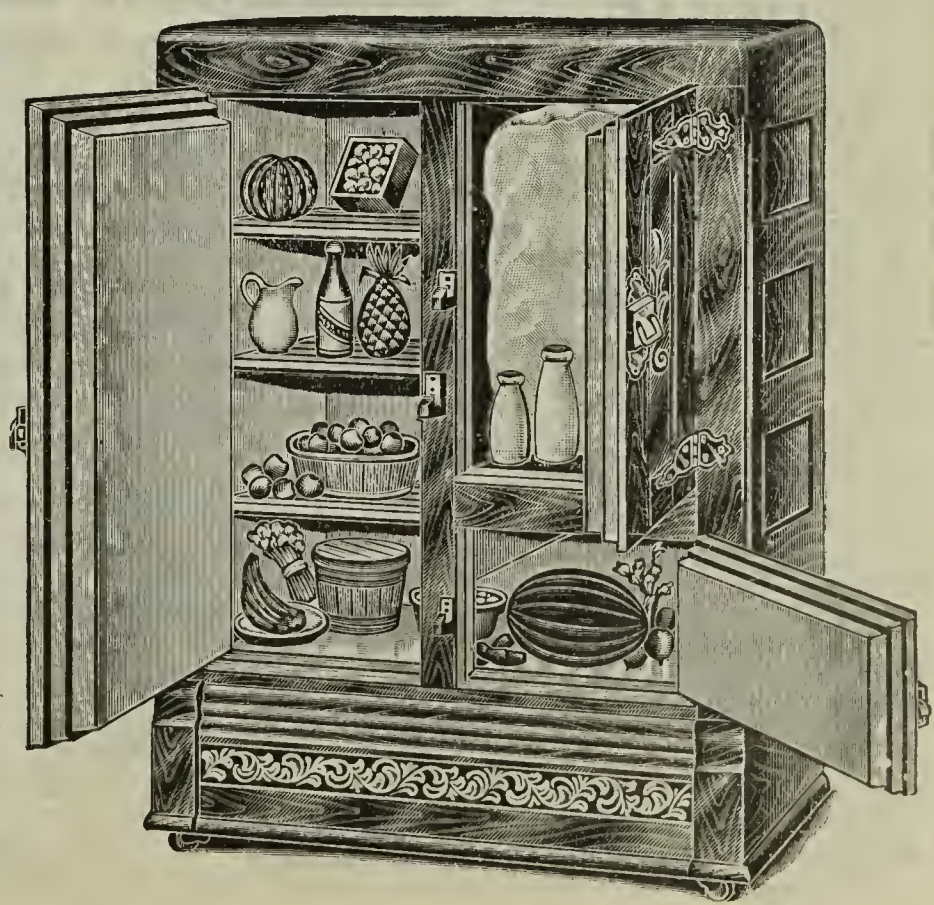
VICTOR Table Top Style, Antiseptic Lined REFRIGERATOR

$15.75 Up according to size

This refrigerator is lined with Antiseptic Galvanized Iron, has Three Provision Shelves, and its Ice capacity is 80 to 150 lbs.—See table below.

A new refrigerator built on the same high plane as our other "Victor" refrigerators. With a full length provision chamber on one side and the ice chamber on the other side—it's great advantages are at once apparent. It means a saving in floor space as well as an economy of ice—in short, it means a less expensive refrigerator. Our extremely low price for same is no indication of its true value; it easily compares with those sold elsewhere at 20 per cent above our figure.

It is made of kiln-dried solid hardwood, finished in a rich shade of golden, handsomely adorned with hand carvings. It has our perfect system of cold air circulation; it is fitted with ball bearing casters and our patent drip cup. It has three sliding adjustable shelves and heavy brass trimmings. See page 64 of this catalogue for complete description regarding all the superior features of this refrigerator.

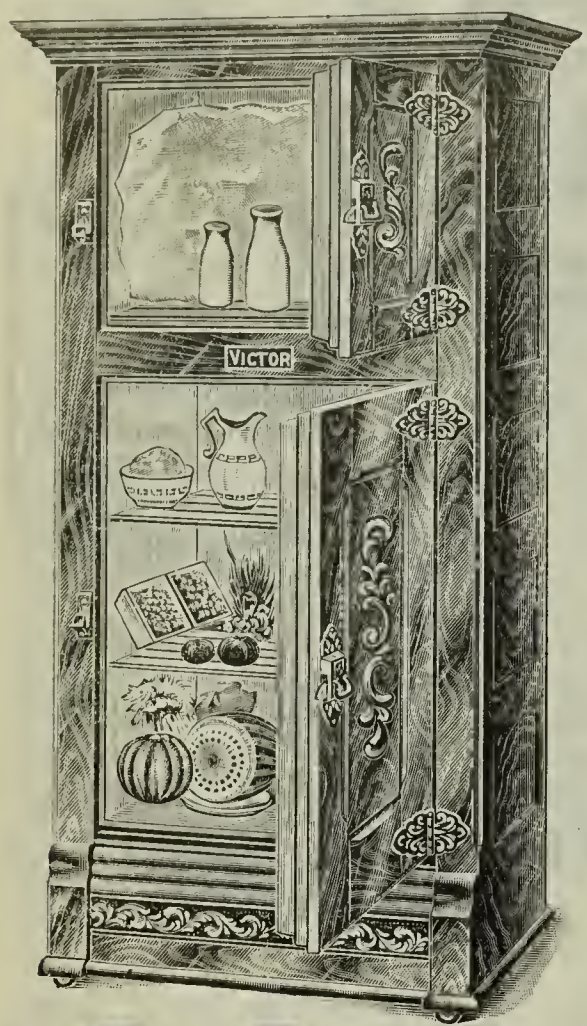


SIZES, PRICES AND TERMS

Catalogue Number	Ice Capacity, Pounds	Provision Chamber Inches	Width Inches	Depth, Inches	Height, Inches	Shipping Weight Pounds	Our Price	First Payment	Monthly Payment
32E-125	80	12½x10½x27	32	16	41	130	$15.75	$2.25	$1.00
32E-126	106	13½x12½x31	34	18	45	160	18.50	2.75	1.25
32E-127	150	15x14½x34	38	20	47	185	22.00	3.00	1.50

APARTMENT HOUSE STYLE VICTOR REFRIGERATOR

$13.95 and up, according to size.



TWO PROVISION SHELVES, REMOVABLE FLUE, ANTISEPTIC ZINC LINED

WE GUARANTEE Safe Delivery to any part of the United States

This splendid Refrigerator will prove useful where an economy of space is a great consideration.

It is built high and narrow, to occupy the minimum amount of floor space, and yet its ice capacity and the dimensions of the provision chamber are not reduced.

Instead of a top lid it has a swinging door leading into the ice chamber, which, like the door below it, is fitted with heavy brass trimmings and a patent locking device. It has our perfect system of circulation and the production of cold dry air, explained fully with a diagram on page 64 of this catalogue. It has specially prepared antiseptic zinc linings, the advantage of which we explain on page 64 of this catalogue; automatic drip cup; ball-bearing casters; heavy brass trimmings and adjustable sliding shelves. For complete description see page 64 of this catalogue.

It is constructed throughout of handsomely finished northern ash. For a small family living in an apartment house or in limited quarters, this is just the refrigerator to have. Our extraordinarily low price for same is no indication of its true value. It must be compared to those sold elsewhere at ¼ above our figure in order to gain a fair idea of its great value.

SIZES, PRICES AND TERMS:

Catalogue Number	Ice Capacity Pounds	Provision Chamber, Inches	Width, Inches	Depth, Inches	Height, Inches	Shipping Weight, Pounds	Our Price	First Payment	Monthly Payment
32E-121	84	18¼x12⅝x19½	26	18	50	145	**$13.95**	**$2.00**	**$1.00**
32E-122	101	20¼x12⅝x22½	28	18	54	160	**16.50**	**2.25**	**1.00**
32E-123	145	22¼x14⅝x27¼	30	20	60	190	**18.90**	**2.75**	**1.25**

$24.85 VICTOR REFRIGERATOR

$3.50 Cash; $1.75 Per Month

EXTRA LARGE, APARTMENT HOUSE STYLE, ANTISEPTIC ZINC LINED

TERMS: $3.50 Cash, Balance $1.75 PER MONTH

We Guarantee Satisfaction or Refund Your Money.

The most extraordinary value in a high grade Refrigerator ever catalogued.

This Refrigerator is constructed in a superior manner and of the finest materials. It is made of kiln-dried solid hardwood, with a royal gloss finish in a rich shade of golden. It is lined with our specially prepared antiseptic zinc, and is fitted otherwise with the splendid improved features of the famous "Victor" Refrigerators.

It is mounted on ball-bearing casters, illustrated and described on page 64 of this catalogue; has three sliding adjustable shelves; heavy brass trimmings: removable flue, and our patent automatic drip cup.

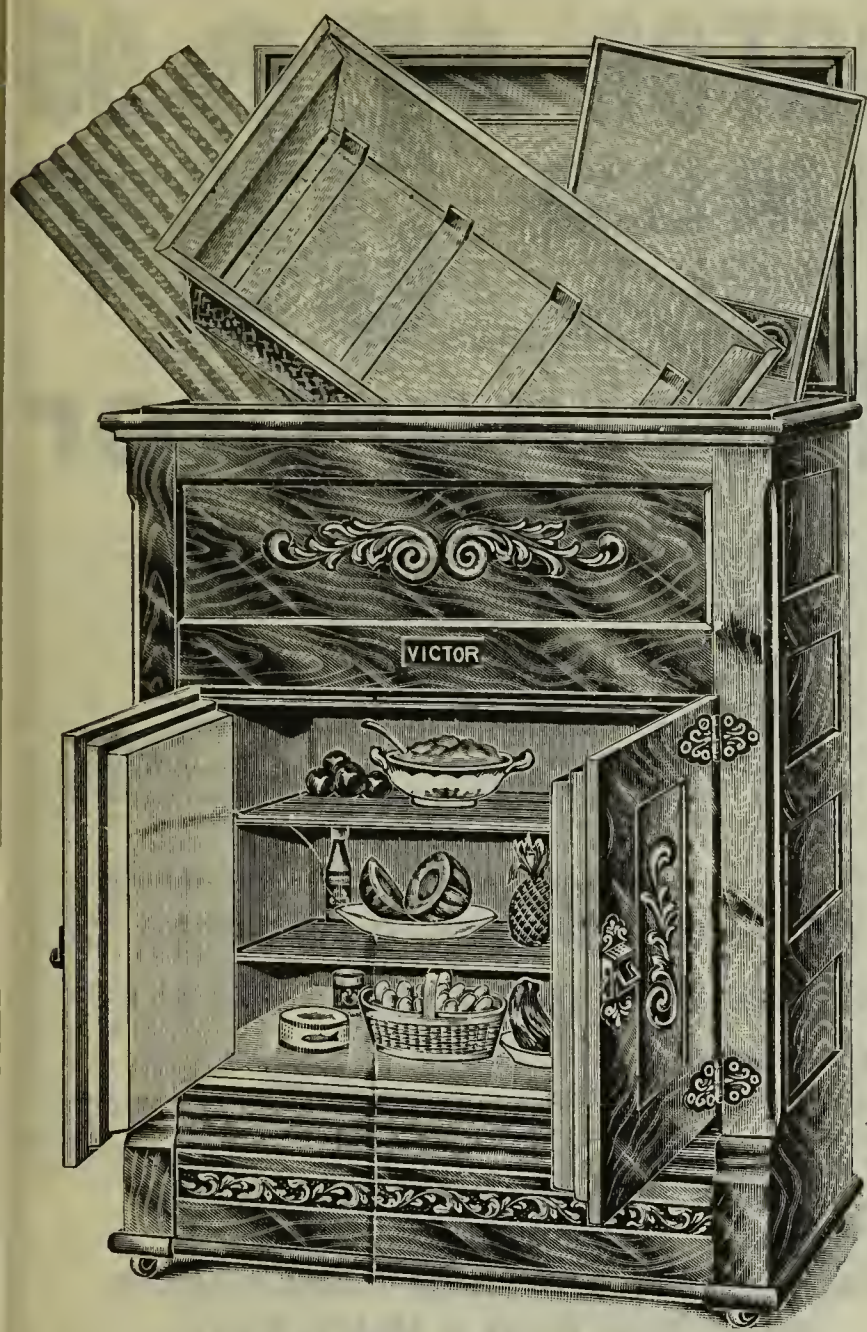
It is made with our perfect system of cold air circulation, fully explained and described with diagram on page 64 of this catalogue.

This Refrigerator is very popular because it takes up comparatively little floor space in spite of its ample ice and provision storage capacity. It has two provision storage chambers with independent air circulation.

This is the most scientifically constructed refrigerator of this style ever made, and as an economizer of ice cannot be surpassed. "Victor" refrigerators are known throughout the world as standard.

SIZE, PRICE AND TERMS:

Catalogue Number	Ice Capacity Pounds	Provision Chamber Inches	Width, Inches	Depth Inches	Height, Inches	Shipping Weight Pounds,	Our Price	TERMS:
32E-124	190	24¼x15⅝x31½	32	21	64	220	**$24.85**	**$3.50 cash; balance $1.75 per month.**



Ice Capacity: 106 to 179 Pounds.

VICTOR REFRIGERATOR

ANTI-SEPTIC ZINC LINED

$18.25 UP ACCORDING TO SIZE

ABSOLUTELY GUARANTEED

to give satisfaction or your money back.

See Price List below for all family sizes.

On account of its large storage capacity and other high class features this Refrigerator at $18.25 to $25.25, depending upon the size, takes rank in a class by itself.

We absolutely guarantee this Refrigerator to be superior to any other of equal price, and we back up this binding guarantee by our offer to refund your money if you are not thoroughly satisfied.

It is constructed throughout of thoroughly kiln-dried solid ash, finished in a rich shade of golden. It is of very generous width, requiring a double door. It is fitted within with two sliding adjustable shelves and is lined throughout with our best quality specially prepared antiseptic zinc.

It has our perfect system of dry cold air circulation; has a removable ice compartment; automatic drip cup; ball-bearing casters, and an automatic lid holder, all fully described and illustrated on page 64 of this catalogue.

SIZES, PRICES AND TERMS:

Catalogue Number	Ice Capacity Pounds	Provision Chamber, Inches	Width, Inches	Depth, Inches	Height, Inches	Shipping Weight, Pounds	Our Price	First Payment	Monthly Payment
32E-116	106	25½x14¾x19½	33	20	46	170	**$18.25**	**$2.75**	**$1.25**
32E-117	134	28½x14¾x19½	36	20	46	185	**19.89**	**2.75**	**1.25**
32E-118	179	32½x16¾x21¼	40	22	48	225	**25.25**	**3.50**	**1.75**

EXTRA LARGE VICTOR REFRIGERATOR

$24.50

With Porcelain Lined
WATER COOLER
Only $3.00 Extra

Here is a new pattern in a "Victor" Refrigerator with a generous ice capacity and a large provision chamber. Instead of a lid it has two swinging doors leading into the ice chamber. They are fitted with heavy brass hinges and patent locking device.

All the splendid features of "Victor" Refrigerators are found also in this one: the perfect production of cold dry air; antiseptic zinc linings; automatic drip cups; ball-bearing casters and sliding adjustable shelves, all fully described and illustrated on page 64 of this catalogue

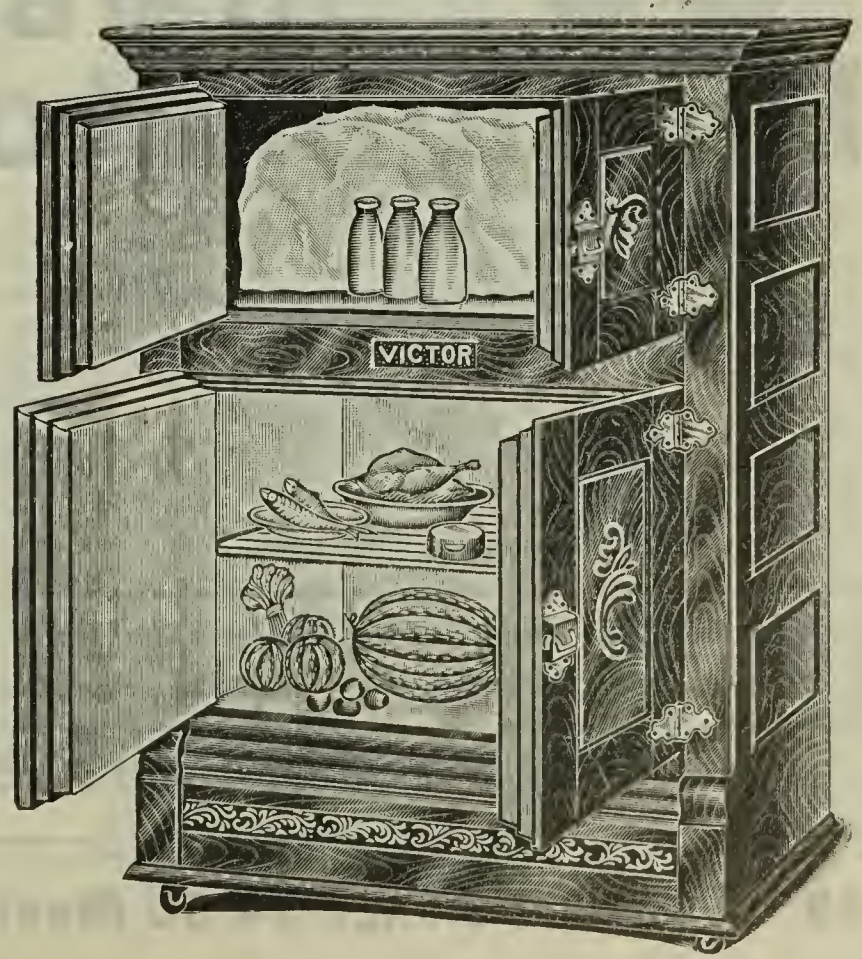
This refrigerator can also be furnished with a porcelain lined water cooler, which is a splendid feature, as it permits a supply of ice-cold water when wanted without resorting to the unhealthful practice of placing ice directly into the water.

We call special attention to the fact that in this as well as our other "Victor" and "Jack Frost" refrigerators, all the parts are removable for cleaning, and they are constructed so that they may be put back without the slightest trouble.

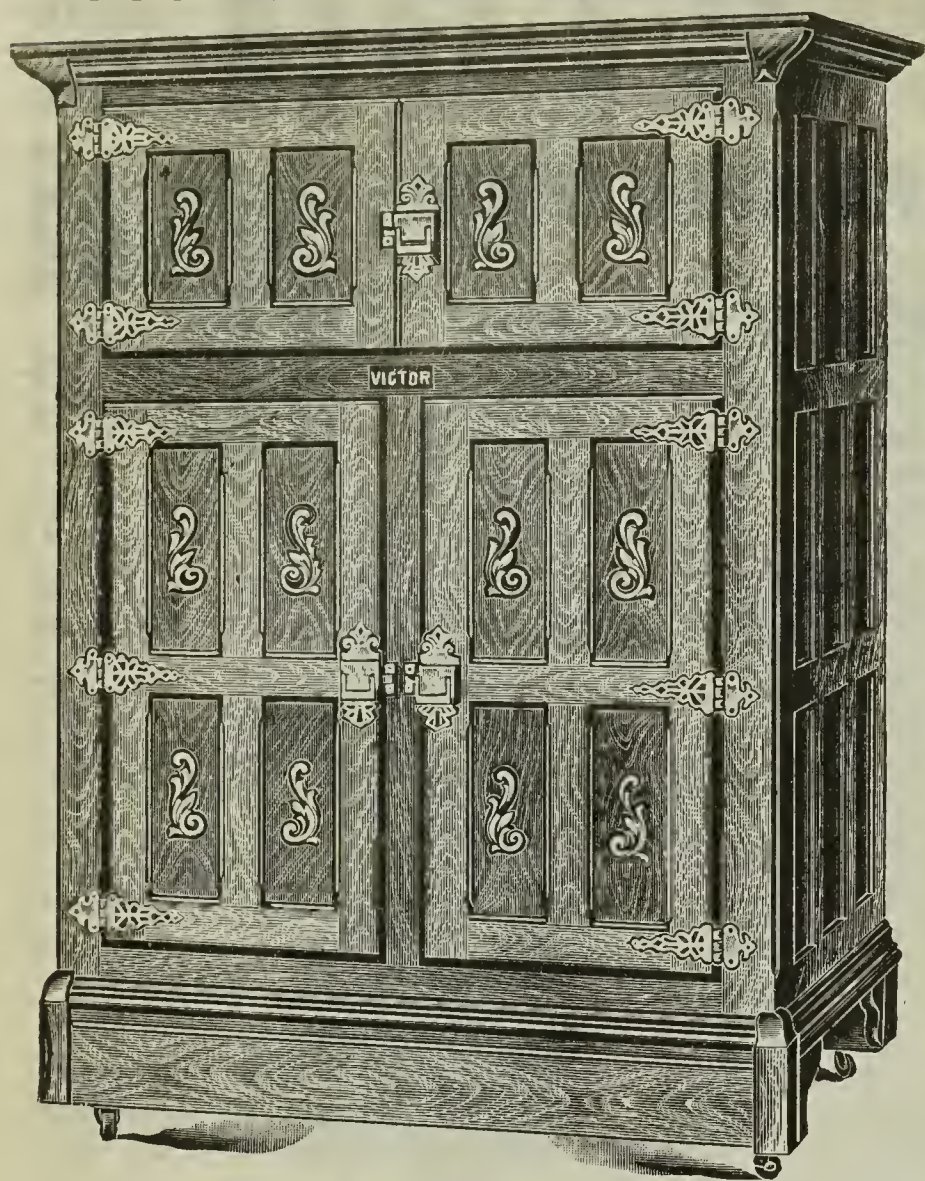
Specifications: Ice capacity, 174 pounds; width, 36 inches: depth, 22 inches; height, 48 inches; provision chamber, 28x16⅝x18½ inches. Shipping weight, 195 pounds.

32E-119. "Victor" Refrigerator, as illustrated.....**$24.50**
Terms, $3.50 Cash; $1.75 per month.

32E-120. Same as above, with porcelain lined water cooler..... **27.50**
Terms, $3.75 Cash; $1.75 per month.



500-Lb. ICE CAPACITY



"VICTOR" JUMBO Refrigerator

FOR HOTELS, GROCERIES, BOARDING HOUSES

$59.95

No. **32E-128.** The "Victor" Jumbo refrigerator will hold 500 pounds of ice and it is a special favorite with grocers, hotel and boarding house keepers—in fact wherever a large size refrigerator is found useful. It is easily superior to any other refrigerator on the market selling at a similar price or even 25 per cent. above our figure. It measures 70 inches in height, 33 inches deep and 50 inches wide. It is fitted with two doors leading into the ice chambers and two doors leading into the provision chambers underneath. It is built upon our perfect system of cold ai circulation, fully described and illustrated with a diagram on page 64 of this catalogue; it is anti-septic zinc lined, has patent ball bearing casters, automatic drip cup and heavy brass trimmings.

In a large refrigerator like this, the item of ice charges is an important one. As compared to the price such a splendid refrigerator will cost you elsewhere, we guarantee our price to be a 30 per cent. saving, saying nothing of the more perfect preservation of your food stuffs. Shipping weight, 500 pounds.

Our money-back guarantee of satisfaction goes with this refrigerator.

32E-128. Our price $59.95

(You pay $8.00 cash, balance $4.00 monthly.)

$65.75 RICHLY ORNAMENTED "VICTOR" JUMBO Refrigerator

No. **32E-129.** This splendid Hotel, Grocery or Boarding House Refrigerator is exactly of the same dimensions as our 32E-128 and differs from it in that it has three sets of doors, the upper set leading into the ice chamber fitted with 10x14-inch beveled French plate mirror panels, and the middle doors leading into the upper provision chamber fitted with double glass panels measuring also 10x14 inches.

Otherwise, it is built in the same high grade manner as our 32E-128. It is made of solid ash, finished in a rich shade of golden. It has two independent provision compartments, with six adjustable shelves. Doors are fitted with the best quality heavy brass hinges and patent locking device. It is mounted on patent ball bearing casters, and has our patent automatic drip cup, fully described and illustrated on page of this catalogue. It is built upon our perfect system of cold air circulation and is lined throughout with our special anti-septic zinc.

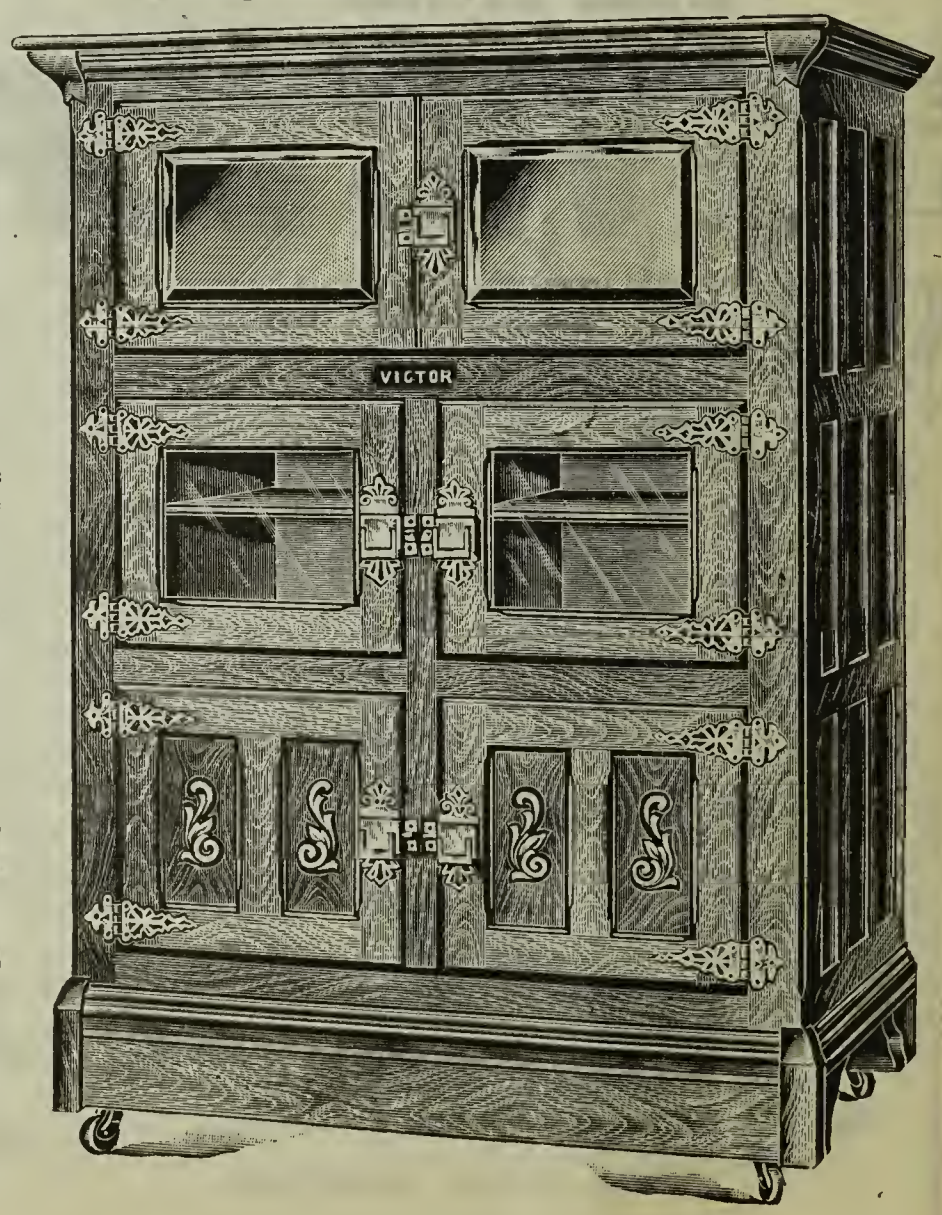
It will hold 500 pounds of ice; measures 70 inches high, 33 inches deep and 50 inch wide. Shipping weight, 500 lbs.

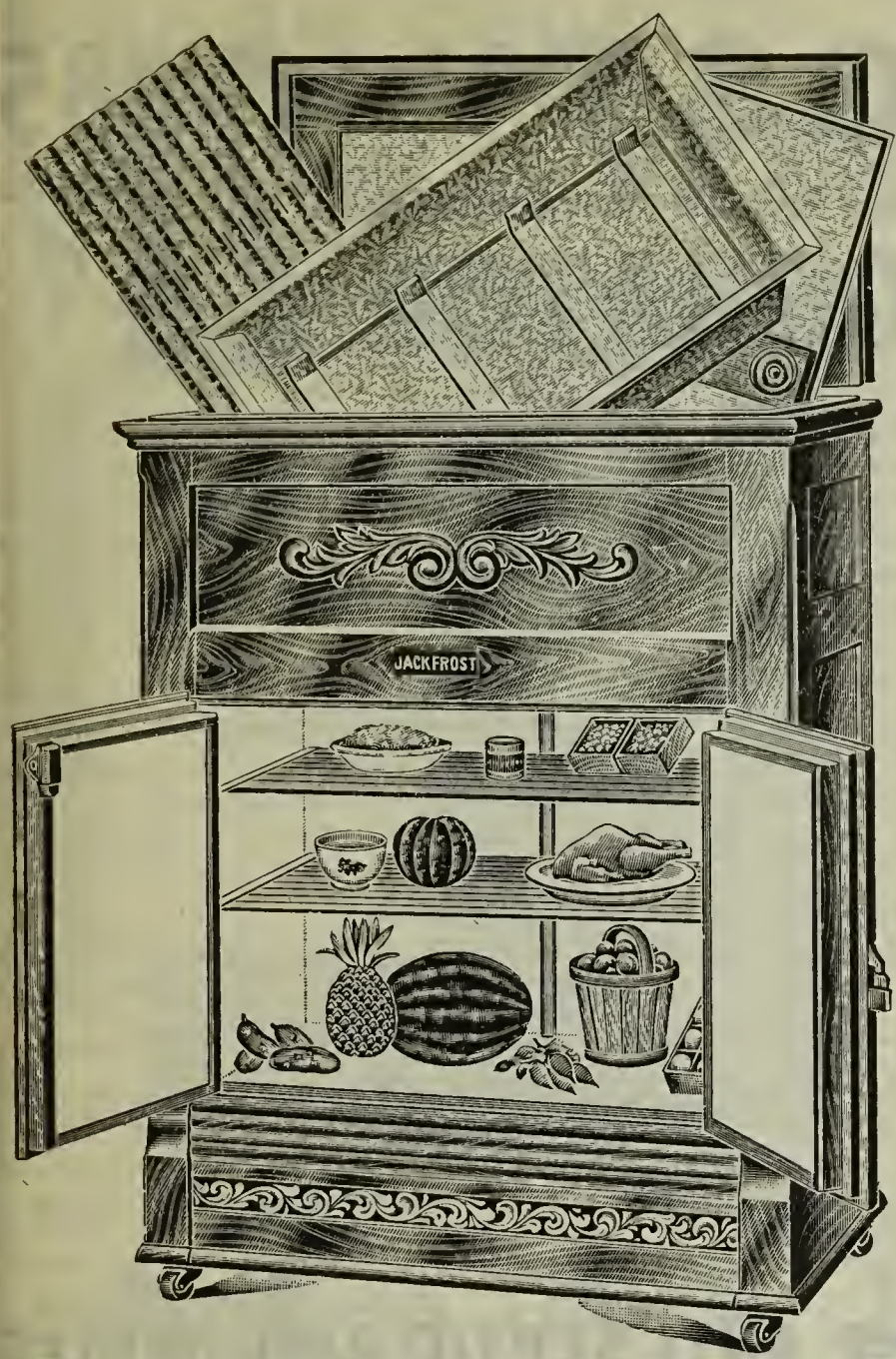
OUR PRICE $65.75

YOU PAY

$9.50 Cash, Balance $4.50 Monthly.

Heavy French Plate Mirror in Upper Doors; Heavy Plate Glass In Middle Doors.





—OUR LEADER—

JACK FROST REFRIGERATOR

$11.50 UP

Purity is the key-note of our great "Jack Frost" line of refrigerators. The provision chambers are lined with finest grade pure white enamel that can be cleaned with a damp sponge, and thus it always presents a pure white appearance as when new.

Despite our extremely low price for this refrigerator, it possesses all of the much desired improved features of the most expensive refrigerators. If you want an antiseptic zinc white-enameled refrigerator with a removable ice compartment, you may make your selection with the extreme satisfaction of knowing that you are getting a refrigerator that cannot be duplicated at our price—by anyone, anywhere.

Besides the removable ice compartment, mentioned above, this refrigerator is fitted with our automatic drip cup, illustrated and described on page 64 of this catalogue; it is built upon our perfect system of cold air circulation, has automatic lid holder, and patent ball-bearing casters. Heavy brass trimmings complete the equipment.

Note.—The smaller sizes, 32E-130 to 133, have one door to the provision chamber; 32E-134 has two doors, as illustrated.

SIZES, PRICES AND TERMS:

Catalogue Number	Ice Capacity, Pounds	Provision Chamber, Inches	Width, Inches	Depth, Inches	Height, Inches	Shipping Weight, Pounds	Our Price	First Payment	Monthly Payment
32E-130	45	16 x11½x14	25	16	39½	100	**$11.50**	**$1.50**	**$0.75**
32E-131	63	19½x11¾x16½	27	17	42	120	**13.50**	**2.00**	**1.00**
32E-132	90	21½x12¾x18	29	18	44	145	**16.50**	**2.25**	**1.00**
32E-133	106	25½x14¾x19½	33	20	46	165	**19.50**	**2.75**	**1.25**
32E-134	134	28½x14¾x19½	36	20	46	185	**22.50**	**3.00**	**1.50**

LARGE FAMILY SIZE

JACK FROST REFRIGERATOR

$29.25

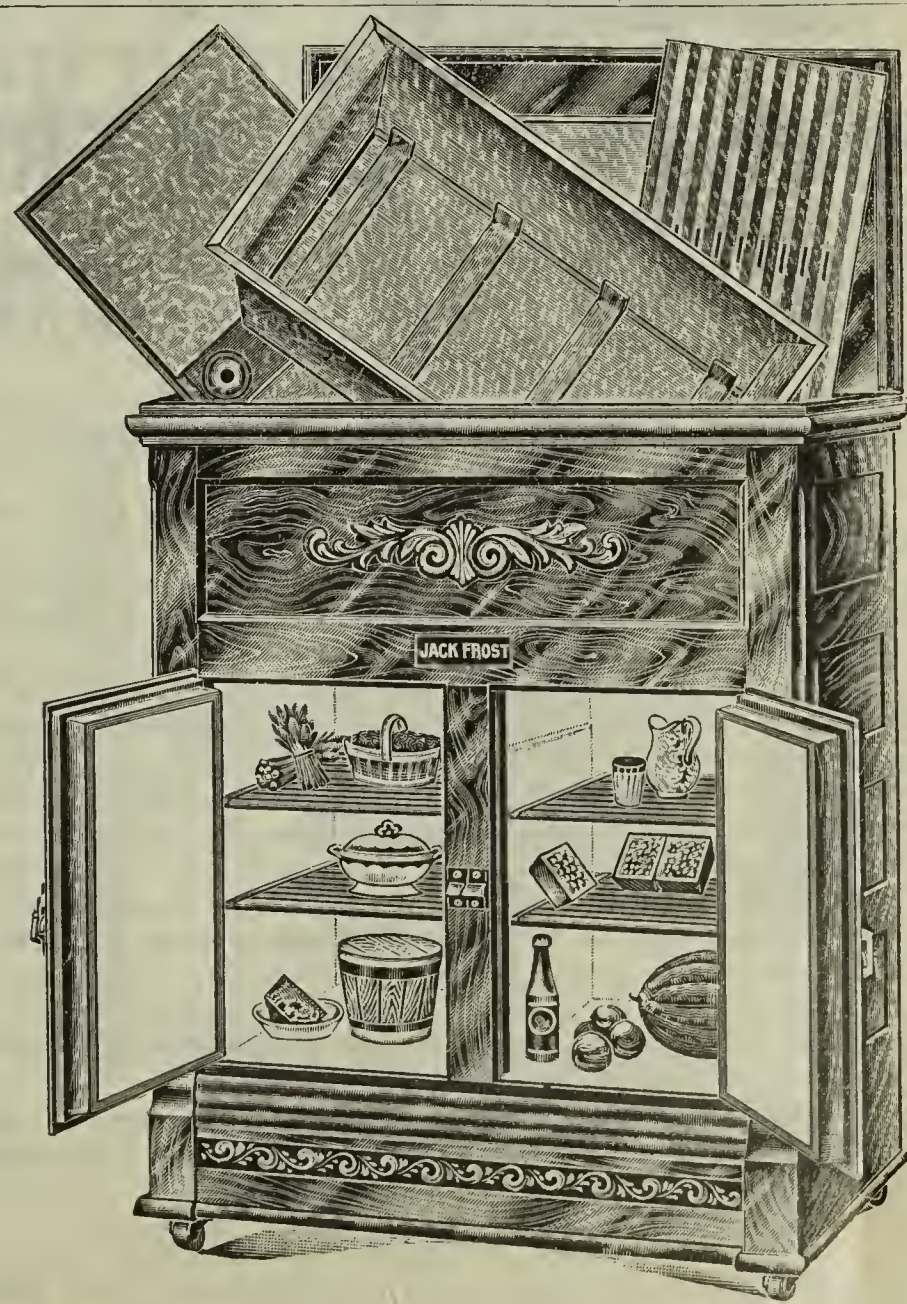
$4.50 Cash
$2.00 a Month

Here is a "Jack Frost" Refrigerator of generous dimensions. It has a large ice capacity as well as a large provision storage capacity. A feature you will greatly appreciate is the manner in which the provision chamber has been divided into two compartments, either of which may be reached without disturbing the cold air circulation of the other, not only effecting a saving in ice, but insuring a better preservation of the food stuffs contained therein.

Otherwise it is built on the same general principles as our other high-grade refrigerators. It has two antiseptic-zinc white enamel-lined provision compartments, with two shelves in each; has a removable ice compartment, the advantages of which are fully explained and illustrated elsewhere; it is fitted with ball-bearing casters, has our patent automatic drip cup, and is equipped with heavy brass trimmings. Page 64 of this catalogue contains complete details of the various splendid and exclusive features of our "Victor" and "Jack Frost" Refrigerators.

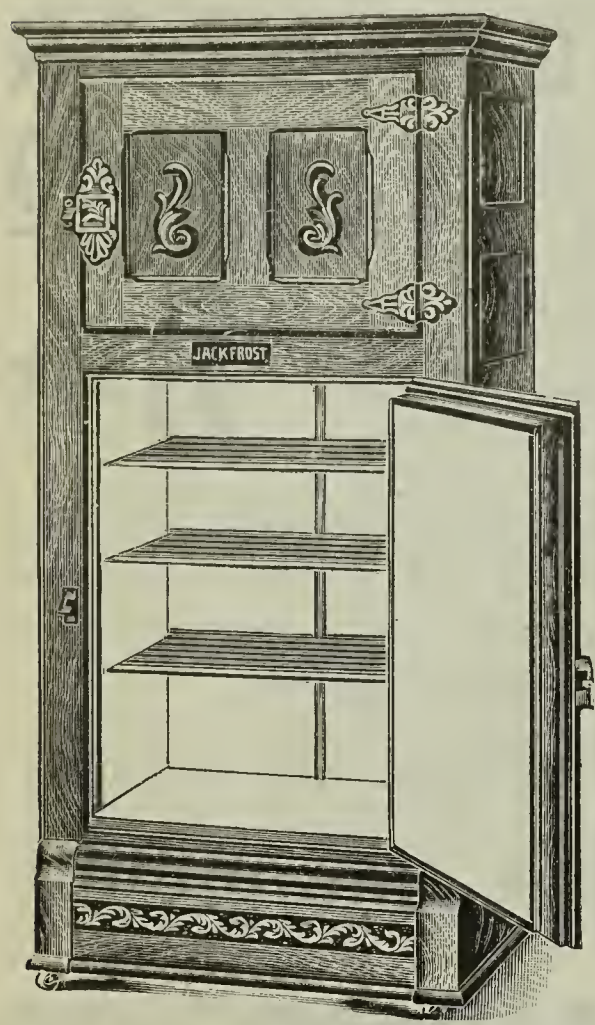
The cabinet is made of thoroughly seasoned hardwood, finished in a rich shade of golden with spar varnish. It will hold 180 pounds of ice; measures 40 inches wide, 22 inches deep, and 48 inches high. The provision chambers each measure 16 inches wide, 16¾ inches deep, and 21¼ inches high. Shipping weight, 225 pounds.

32E-135. Our Price ($4.50 Cash, $2.00 Monthly) . . . **$29.25**



"JACK FROST" $21.85

Apartment House Style, Anti-Septic, White Enameled REFRIGERATOR



We illustrate herewith an extremely popular White Enameled Lined Refrigerator. In the large cities, where economy of floor space is a great consideration, we dispose of carloads of them, and by reason of this tremendous output we are in a position to purchase them from the maker and then retail them to our mail-order trade at the normal factory price. Certain it is, no other mail-order house, local dealer or so-called "direct-from-factory-to-consumer" concern can begin to compete with us on this or any other refrigerator listed in this catalogue.

In placing your order for this refrigerator be sure to bear in mind that No. 32E-136 is fitted with two sliding provision shelves and 32E-137 with three shelves.

The provision chamber is anti-septic-zinc lined covered with pure white enamel by a special process; has a removable flue; ball bearing casters; our patent automatic drip cup; sliding adjustable provision shelves and heavy brass trimmings. All the splendid features and points of superiority of our famous "Victor" and "Jack Frost" Refrigerators are found fully described and illustrated on page 64 of this catalogue.

The case is made of thoroughly seasoned, kiln dried hardwood, finished golden with best quality spar varnish.

Catalogue Number	Ice Capacity, Pounds	Provision Chamber, Inches	Width, Inches	Depth, Inches	Height, Inches	Shipping Weight, Pounds	Our Price	First Payment	Monthly Payment
32E-136	101	20¼x12⅝x22½	28	18	54	160	**$21.85**	**$3.00**	**$1.50**
32E-137	145	22¼x14⅝x27¼	30	20	60	190	**25.85**	**3.50**	**1.75**

$28.35 JACK FROST ANTI-SEPTIC ZINC WHITE ENAMEL-LINED FAMILY REFRIGERATOR

TWO PROVISION SHELVES; REMOVABLE FLUE, FOUR DOORS

This is a Peerless "Jack Frost" Refrigerator. It takes rank with the best made regardless of price, and our remarkably low price places it in a class by itself.

It must be seen to be fully appreciated—seeing it you will want no other.

It embodies in its make-up all the well known features of the "Victor" and "Jack Frost" and it can be furnished with a porcelain-lined water cooler at slight additional cost.

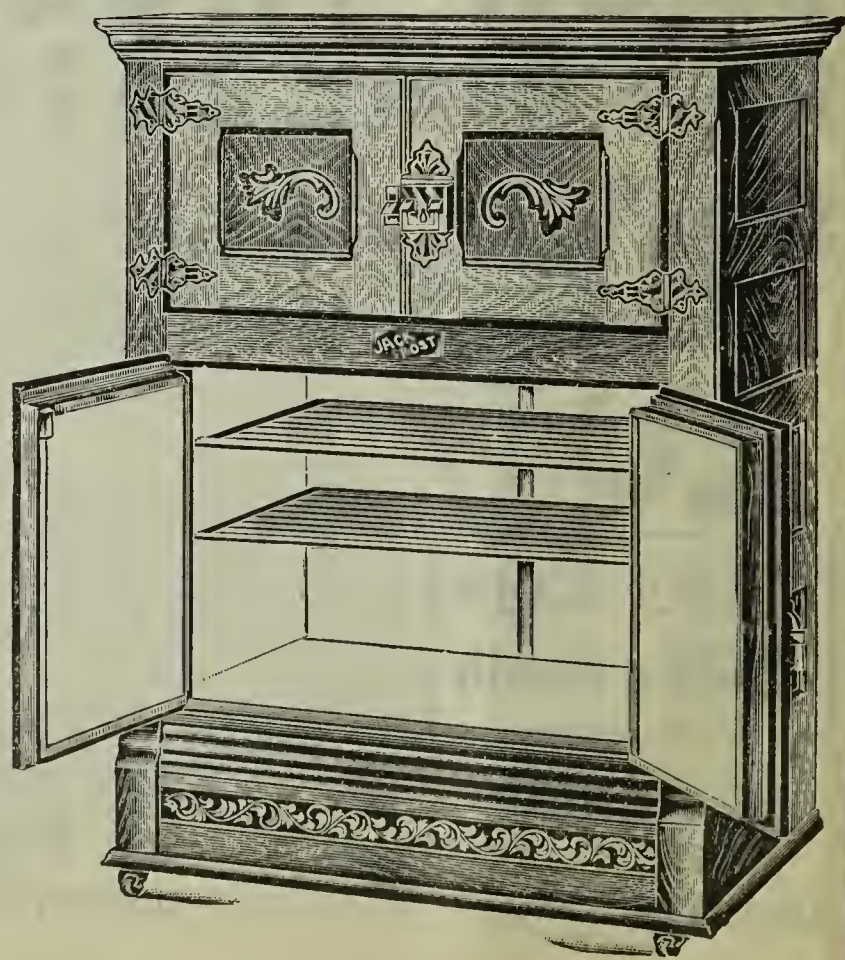
It is built on our perfect theory of cold air circulation, a full and detailed explanation of which will be found with diagram on page 64 under paragraph entitled "The Production of Cold Dry Air." The provision compartment is lined with best quality (white enameled anti-septic) zinc that can be easily cleaned. Leading from the ice compartment is the removable flue, fitted with an air tight screw joint, which carries off the water to the automatic drip cup, illustrated and described on page 64 of this catalogue. It has our patent ball-bearing casters, and the doors are fitted with heavy cast brass hinges and patent locking device. It has sliding adjustable shelves in the provision chamber.

The case is constructed of the best quality thoroughly seasoned, kiln-dried hard ash with a royal gloss finish.

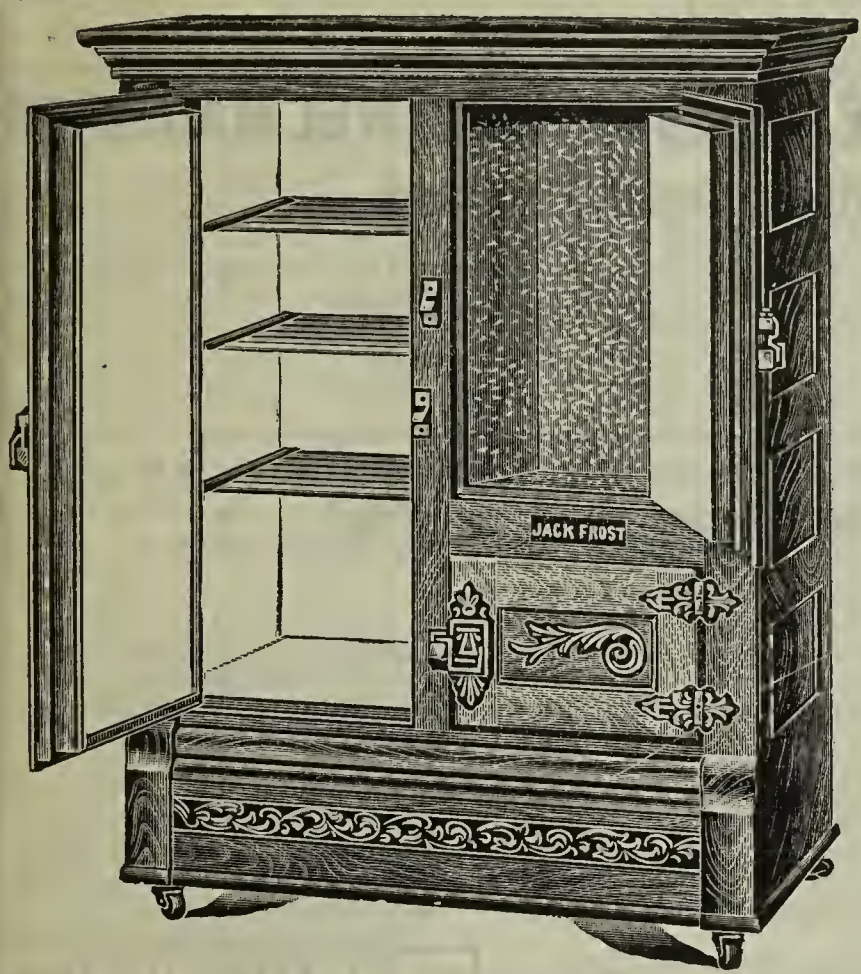
Specifications.—Ice capacity, 175 pounds; measures 36 inches wide, 22 inches deep and 48 inches high. Provision chamber measures 28¼x16⅝x18½ inches. Shipping weight, 195 pounds.

32E-138. "Jack Frost" Refrigerator as illustrated **$28.35**
Terms; $4.00 cash, $2.00 monthly.

32E-139. Same as above with a porcelain-lined water color.... **31.85**
Terms: $5.00 cash, $2.50 monthly.



"JACK FROST" TABLE TOP STYLE ANTI-SEPTIC ZINC WHITE ENAMEL LINED REFRIGERATOR $19.95



100-150 Pound Ice Capacity

This splendid White Enameled "Jack Frost" Refrigerator will appeal to most of our friends as being just exactly the one they have been looking for.

One glance at the illustration explains its great popularity. Note its splendid conveniences—a full-length provision chamber, fitted with three sliding adjustable shelves; the neat little door leading to a small provision chamber directly underneath the ice compartment. All the doors are fitted with best quality heavy cast brass trimmings and the case is mounted on our patent ball bearing casters. It is made of thoroughly seasoned kiln dried ash, finished in a rich shade of golden with spar varnish.

This refrigerator is built with our perfect system of cold air circulation resulting in a production of cold dry air at less expense than is possible in any other refrigerator at the same price; it is anti-septic zinc lined, covered with white enamel by a special process, it has a removable flue and is fitted with our patent automatic drip cup.

For complete descriptions and detail illustrations of all the splendid features of this, as well as of all our "Victor" and 'Jack Frost" Refrigerators, see page 64 of this catalogue.

SIZES, PRICES AND TERMS.

Catalogue Number	Ice Capacity, Pounds	Provision Chamber, Inches	Width, Inches	Depth, Inches	Height, Inches	Shipping Weight, Pounds	Our Price	First Payment	Monthly Payment
32E-140	100	13½x12½x31	34	18	45	160	$19.95	$2.75	$1.25
32E-141	125	15x14½x34	38	20	47	185	23.95	3.50	1.75
32E-142	150	16x14½x37	40	20	50	210	27.95	4.00	2.00

$33.50 175-LB. ICE CAPACITY JACK FROST TABLE TOP STYLE ANTI-SEPTIC ZINC WHITE ENAMEL-LINED REFRIGERATOR

Terms: $5.00 cash, $2.50 monthly

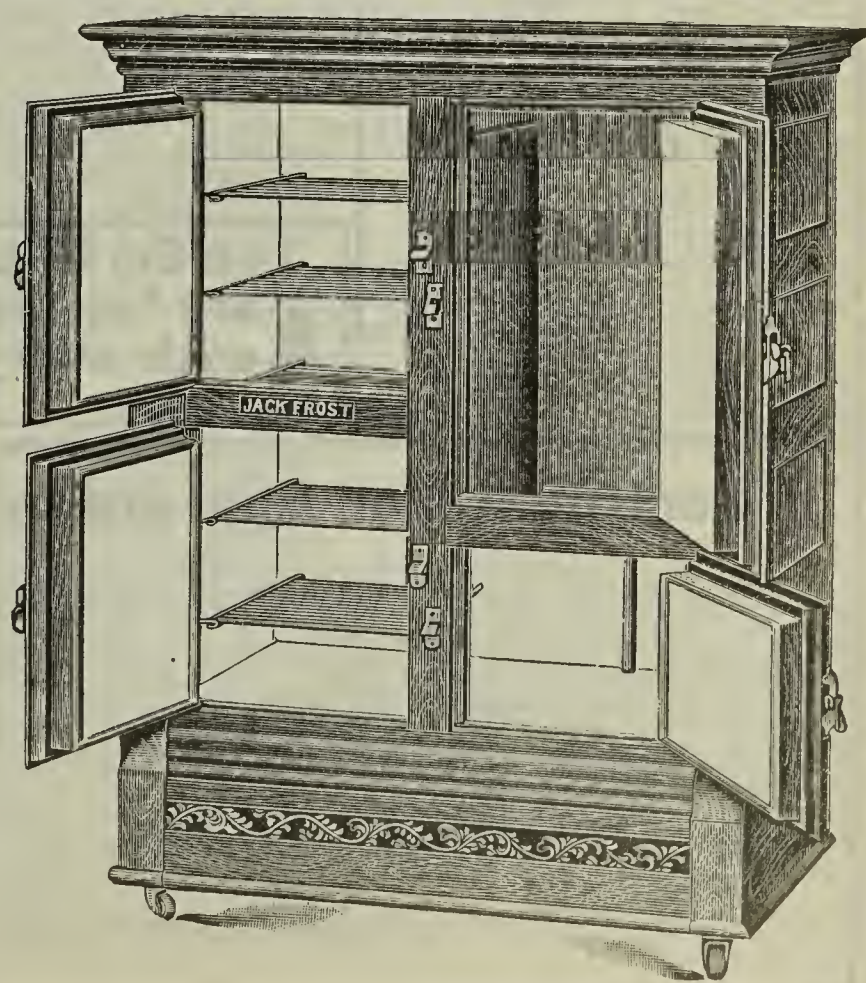
No. 32E-143. This is the best Home Refrigerator listed in this catalogue.

This is a 50 per cent. better refrigerator than any other sold at our figure.

There certainly is no need to explain why it will pay you to order the best home refrigerator on the market. That the best is cheapest in the end is an axiom, a truism that never is disputed. The rub heretofore has been the money wherewith to purchase the best house furnishings. This is now a thing of the past. We say, "Never mind the money, pay a little down, take the article in your home and use it, and then pay the balance at your leisure."

That's the reason why we would strongly urge you to buy our best home "Jack Frost" refrigerator. We guarantee that you will find it the least expensive you ever saw.

The case is built of selected solid ash, beautifully finished in a rich shade of golden. A great advantage of this "Jack Frost" white enameled refrigerator is that the provision compartment is divided, making two separate independent chambers, with separate doors leading into each. This is a strong feature, for by opening one door at a time less warm air is admitted and a smaller disturbance of the air circulation is permitted, which means a saving in the consumption of ice. This refrigerator is fitted with our patent ball bearing casters, automatic drip cup, removable flue and heavy brass trimmings, all fully described and illustrated on page 64 of this catalogue. It has an ice capacity of 175 pounds, measures 40 inches wide; 20 inches deep and 54 inches high. The ice chamber measures, 15x14½x24 inches; large provision chamber, 16x14½x41 inches, and the small provision chamber measures 16x14½x15 inches. Shipping weight, 225 pounds.



32E-143. Our price, "Jack Frost," as illustrated **$33.50**

Sewing Machines

WE SELL THE FAMOUS EDISON AND THE CELEBRATED JEWEL MACHINES

No Introduction Necessary Edison Sewing Machines are already so thoroughly well known in every part of the United States that it seems hardly necessary to enter into a detailed description of the superior merits of this celebrated make. Edison machines are everything the name implies and represent the highest attainment of scientific principles as applied to machinery. Many know this fact; yet no woman can realize and appreciate the wonderful improvements and advantages of the famous Edison Sewing Machine until she has actually run one.

The Edison is Standard Machinery is something that admits of much deception, and the average person cannot tell the difference at sight between the best and the inferior. The name Edison is your protection against cheap, faulty mechanism in a sewing machine; for every machine that bears this name is genuine and perfect. There are certain well known makes of machines sold at high prices that will give good service, but none of them have the simplicity of construction nor the ease of operation that make the Edison famous—none of them have those late patented improvements which make it so easy for every woman to do her own sewing.

Prices Greatly Reduced And now, since we have formed such close relations with the manufacturers of the wonderful Edison and have agreed to take these machines in enormous quantities, we are announcing some startling reductions in prices. By selling these machines direct to you from the great factory we will save you all jobbers', dealers', and agents' commissions and place in your home the best and most scientifically constructed and durable sewing machine on the market for less money than you would pay the average mail order house for some cheap trap that no one could operate and that would never give satisfaction.

The Edison Sent on Trial Unprincipled agents and dealers will advise you not to get one of our machines on approval because they know very well that if you get an Edison on trial you will want to keep it and that means a lost sale for them. You take no risk at all when you order either an "Edison" or a "Jewel" on 30 days free trial. You simply send us the first cash payment (which is required only to insure good faith) and we promptly forward the machine that you pick out. You take it home and use it for 30 days. Then, if you are satisfied with the bargain you begin to pay off the balance of the cost price in easy monthly payments. If at the end of the 30 days you are not satisfied with the machine, simply return it and we will give you back your first payment and refund freight charges, so you will not be one penny out on the transaction.

UNSOLICITED TESTIMONIALS
Names Furnished Upon Request

Sedalia, Mo., June 27th, 1908.
"Everything came in good order. The curtains are just beautiful. I never was so pleased with anything as I am with the Edison Sewing Machine. My brother-in-law is an agent and he said he would take off his hat to the Edison any day, but of course I mustn't let on, because I don't want to hurt his business."
Mrs. ———— ————

Adona, Ark., July 16th, 1908.
"Everybody that sees my new Jewel says I got a great bargain, and I want you to know that I am more than satisfied. My 30 days trial is up now and you will find enclosed Postoffice order for $1.75, the amount of my first regular monthly payment."
Miss ———— ————

Spartansburg, Pa., May 29th, 1908.
"You will please find enclosed money order for $3.75 first payment on the rug and curtains as filled in on the order blank attached. We have had the sewing machine about two months now and if the other stuff is as good a bargain we will be pretty well satisfied."
Mrs. ———— ————

The High-Grade Jewel In addition to our complete line of famous Edison sewing machines, we represent the factory in selling the world-renowned JEWEL. These machines are now giving the most efficient service in thousands of the homes of our best customers, and every person who has ever used a Jewel is enthusiastic over the beautiful work it does and the ease and simplicity of its operation. There are more Jewels in actual use today than any other one make. This point in itself speaks volumes in favor of our wonderful machines. There are so many cheap, unreliable sewing machines placed on the market to sell at very little cost that anyone who really wants a good machine should be careful to avoid them. There is indeed little need to experiment with any such questionable articles when you can get either a genuine Edison or a celebrated Jewel at reduced price and on the Easy-Way-to-Pay Plan. The best is the cheapest in the long run and now we offer you in the following pages the best sewing machines in the world at prices even lower than most houses charge for uncertain and unknown makes.

The Certificates Shown Below are fac-simile of those given with every machine we sell

WE GET LETTERS LIKE THESE
Every Day, Praising Our Machines

R. F. D. No. 1, Fort Wayne, Ind.
Sept. 5, 1908.
"I have had my Edison now for five months and I like it better than any machine I ever had because it don't make my back ache when I sew all day. It runs so easy that I just enjoy the sewing work that I used to dread. I wouldn't part with my Edison for love nor money if I couldn't get another."
Mrs. ———— ————

Marengo, Iowa, Sept. 2, 1908.
"I think you are a pretty liberal firm to sell me that fine Edison Machine on time. My husband thinks it's the biggest bargain we ever got for the money. It came all right, and you will get your money every month prompt. We like your way of treating customers.
Mrs. ————

Stirum, N. Dak., July 29, 1908.
"I received the machine in good condition and it is as good as you described it. My wife says it makes as nice a stitch and runs as light as a $65.00 Singer she had and she is well pleased with it. I expect you will get another order from us shortly."
Mr. ———— ————

Certificate of Guarantee

This is to certify that this sewing machine is perfect in mechanism and material. It has been carefully inspected and tested, and we guarantee it to be perfect in operation, if managed according to printed instructions furnished.

We warrant this machine for ten years from this date against any imperfections, either in material or workmanship, and hereby agree to furnish, free of all charges, new parts to replace any that may prove defective during time specified. If it becomes necessary on account of defectiveness, at any time during the life of this guarantee, to send the machine to us for repairs, we will put it in perfect running order without cost to owner, and pay the freight charges both ways. The natural wear of the shuttle, breakage of needles and bobbins are not covered by this guarantee.

When ordering parts, always give the plate number of the machine which will be found on the bed directly back of the arm, and if possible send a sample of the part or parts to be duplicated.

Dated at Detroit this ..... day of ....., 190....

THE PEOPLE'S OUTFITTING CO.
Per .....

30 Days Trial Certificate

Detroit, Mich., ..., 190..

Received from M. ....Dollars.....Cents as evidence of good faith on part of purchaser, in part payment of the People's Outfititng Co.'s Sewing Machine ..... sold by us with the understanding and agreement that if it does not prove satisfactory in every respect to the purchaser that it can be returned at any time within thirty days from date and the full amount applied on the payment of the machine, including freight charges, will be refunded to the purchaser at once.

If the machine is not returned to us within time specified, it shall be the agreement and understanding that the purchaser wishes to keep the machine, and the purchaser may, if so desired, pay the balance due at once, or, in monthly payments as specified in our table of easy payments on page 5 of our catalog.

THE PEOPLE'S OUTFITTING CO.,
Per .....

The "Tried and True" Jewel Sewing Machines

FACTS VS. NOISE After all is said and done, it's quality and efficiency in a sewing machine that you are looking for. The Jewel, the Edison and the few other high grade machines now on the market have no difficulty in making good their claims, and should not be classed in the same category with the inferior machines put up by many mail order houses only to sell at a cheap price. There is a tendency among imitators of the Jewel to overdraw and exaggerate the possibilities of their machines, in their futile efforts to make the people believe they are getting something "just as good as a Jewel." With the single exception of the Edison, the Jewel Sewing Machine is the only well known high grade machine made that is sold direct from factory to user, without wholesaler's or agent's profit.

THE TRIED AND TRUE With the most complete and perfect ball bearing stand ever invented—with latest improved disc-tension, positive take-up, automatic drop lift, ball-bearing balance wheel—with head and all working parts larger and stronger and capable of sewing heavier materials than any other machine made—with the newly invented patented automatic equipment and hundreds of minor improvements, each one of which has been worked out and perfected after years of constant experiment—with all these advantages in its favor the Jewel is now offered to you on easy terms of credit and at prices as low and lower than other houses charge for their inferior makes.

Because of its wonderful improvements, which are of everlasting benefit to the operator, saving both time and worry, the Jewel is known far and wide as the standard of all sewing machines. Each succeeding year for the last quarter of a century has found new improvements in the Jewel until now it represents "perfection" in sewing machine construction. When you buy a Jewel you are getting a machine with a reputation. It has been tried and found true.

A PERSONAL NOTE

I want to go on record as saying that our line of sewing machines is positively the best in the world, regardless of name or price. And I'll guarantee that after you have bought one of our celebrated machines you will voluntarily declare it to be the finest, easiest running and best machine you ever saw or used.

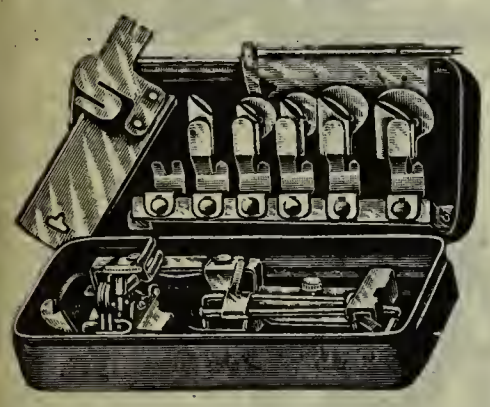
L. Wineman,
President People's Outfitting Co.

THE JEWEL AND THE EDISON each have complete ball-bearing mechanism which increases the speed of operation from 18 to 20 per cent over that of any other machines made. The Head is the vital part of every sewing machine. The Jewel head is extra large in size, has a high arm and is made of the finest materials. No other sewing machine on the market, regardless of the make, price or name is equipped with so beautiful a cabinet as the Jewel. The cabinet work and finish are as fine as that of a piano and we guarantee them to be far more expensively made than other sewing machine cabinets now on the market. Order a Jewel today—it's easy to Pay the People's Way.

Ten Year Guarantee We guarantee every sewing machine we sell for 10 years, and issue a written binding guarantee in which we solemnly agree to make good any part or piece that gives out at any time within 10 years by reason of defect in material or workmanship. This guarantee issued by the People's Outfitting Co. is as good as if it were made by the government itself, and you have the satisfaction of knowing that your machine is the best in the world at the price paid and that its quality is vouched for by the largest homefurnishing concern in the world, with a combined capital and resources of $10,000,000.

You Need No Instructor to Teach You How to Use These Improved Jewel Attachments

DESCRIPTION OF THE ATTACHMENTS



A complete set of the finest steel attachments accompanies each machine. All the latest inventions and improvements as applied to attachments are incorporated in this set and therefore their range of work extends over every conceivable class of work done on a sewing machine. They comprise: one tuck marker, one quilter, one ruffler, one braider foot, one braider plate, one shirring plate, one binder, four hemmers, one hemmer foot and feller, and one plain presser foot.

The attachments, like the head, are the simplest and most effective on the market.

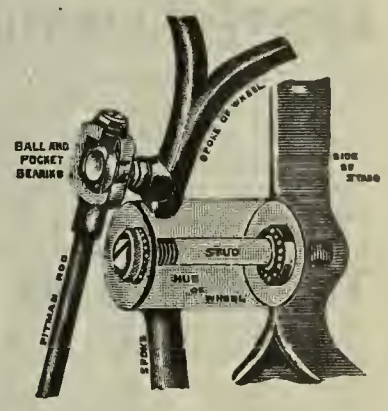
In addition to the above we supply the following accessories: one shuttle; one hemmer, which is also a feller; one package of needles, assorted sizes; six bobbins; one oil can filled with best sewing machine oil; one quilter; one large screw driver and one shuttle screw driver; one large wrench.

JEWEL PERFECTED BALL BEARINGS

We have not slighted a single feature on our machines which would help make them the best that the market affords.

Our new anti-friction ball-bearing device is a model of mechanical ingenuity and construction which is so delicately adjusted that there is absolutely no friction whatsoever. Each and every ball is fitted in a separate compartment so there is no possible chance for friction and no oil is required.

This ball-bearing device is absolutely noiseless, light and even-running, and as an additional safeguard to simplicity and light construction, we have put on this machine a steel pitman rod with a ball and socket joint so that this entire movement is rotary. The ball-bearing sewing machine is the machine of today, and will be the machine of the future. Therefore, in considering the purchase of a machine, one of the first considerations is to ascertain whether or not it is an improved model ball-bearing stand which will lessen your labor and make the operation of the machine a pleasure instead of a drudge.

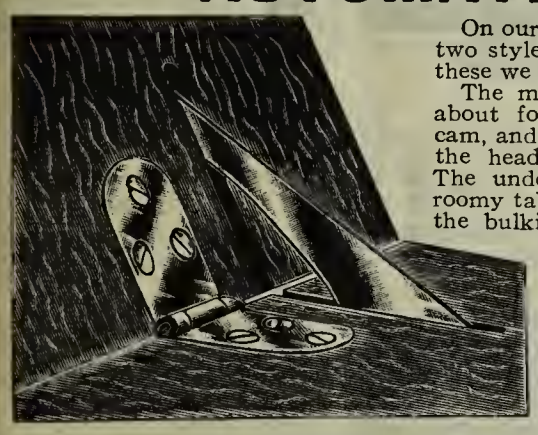


The Shuttle is made of the finest steel, cylindrical in form with opening at the end; is self-threading, perfectly fitted and uses a large bobbin.

The Shuttle Carrier is fitted with a spring to prevent unncessary noise in running.

The Tension Liberator is one of the convenient features of this machine, as by a slight pressure of the finger, work is drawn freely from the machine without breaking the thread, as the liberator releases the tension of the thread entirely.

AUTOMATIC LIFT

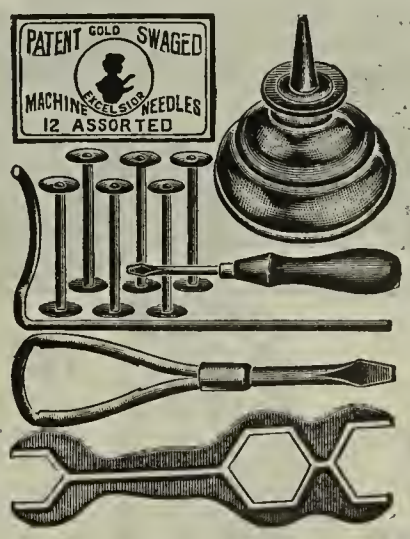


On our machines you will find represented two styles of automatic lift devices; one of these we call our automatic lever lift device.

The make-up of this device is a steel rod about four inches long, which works on a cam, and with the raising of the lift brings the head automatically in position to sew. The underside of the lift makes a large, roomy table on which can be readily handled the bulkiest of work without any apparent effort or confusion. It is neat, simple and easy to operate, and very desirable in every respect.

Our strap automatic lift is conceded to be the best of its kind on the market. We have given this lift a thorough test, and have succeeded in procuring a quality of strap which figuratively speaking knows no wear, but will last a life-time, and is so soft and pliable as to make the operation of this lift absolutely noiseless.

The attachment is very simple, and any slack can be taken up by simply turning a thumb screw underneath the head. As in the lever automatic lift, the raising of the lift brings the head into position, and the underside of the lift then makes a large, roomy table on which the bulkiest work can be handled with the greatest of ease and with absolutely no confusion whatsoever. These two lifts are said to be the best from the point of mechanical construction that it is possible to get on a sewing machine. You will be greatly pleased with either one of them and will find that they will give absolute satisfaction, a life-time of wear, ease and comfort. These lifts do away entirely with the disagreeable feature of the antique hand lift on a machine where it is necessary to raise the lid and then lift up the head by the hand. This old style method meant that a lady had to lift at least thirty pounds, which is too much of a strain for any one. If you will try one of our automatic lift machines you will have no trouble.



The Feed is of the most improved type "double-four" motion, drop feed, perfect and positive in its action, and produces a beautiful even stitch.

In addition, there is supplied free with each machine, one package assorted needles, bobbins, wrench, screw driver, oil can, oil, instruction book and our **ten-year guarantee.**

THE HEAD The head is designed on beautiful symmetrical lines, pleasing to the eye and at the same time showing strength and simplicity. The enameled parts are handsomely decorated and the bright parts well nickeled.

The arm is positively full height and length; the bed plate is flush with the table. The materials used in the construction of the head are the best obtainable. All parts are interchangeable.

The construction is simple in the extreme, there being fewer pieces used in making this head than in any other high grade machine. All wearing parts are case hardened and are adjustable.

The latest improvements, such as self-setting needle, self-threading shuttle, tension liberator, automatic bobbin winder; large, double, positive four square motion feed and spring shuttle carrier are combined in the head, making a light running, almost noiseless machine that produces a beautiful stitch.

The head is all that can be desired in a good, reliable, carefully adjusted, high grade sewing machine.

INSTRUCTION BOOK We furnish free with each machine a handsomely illustrated 32-page Instruction Book containing clearly written and explicit instructions how to operate the machine for every conceivable kind of sewing. We have made it possible for any one, with little or no experience, to satisfactorily work the machine and its attachments. Some of the special points treated are: general instructions how to operate the machine for ordinary work; how to turn a sharp corner; how to obtain perfect stitching; how to get the required length of stitch; how to oil, kind of oil to use, etc.; how to change the self-setting needle; how to thread the shuttle; how to remove the shuttle; how to wind the automatic bobbin winder; how to use the presser foot; how to regulate the tension; all about needles and thread; how to remove the work, etc., etc. Besides, detailed instructions with illustrations are given how to do hemming, felling, hemming and sewing on lace—one operation, tucking, binding, ruffling or gathering, ruffling between bands, hemstitching, puffing, quilting, under-braiding and shirring.

Remember this Instruction Book is free to every purchaser of a "Silver Star" or any one of our various grades of "Jewels."

$15.90 REDUCED From $17.50

This is our Celebrated JEWEL SEWING MACHINE

A GUARANTEED HIGH GRADE MACHINE WORTH $30.00 INCLUDING ATTACHMENTS FOR EVERY KIND OF SEWING

1800 LETTERS PRAISING

This Machine are now on file in our office. Here is one:

Orange Mass., May 2, '08

Gentlemen:-The Jewel Sewing Machine came last week in good condition except that the feed got out of order in transit. I called in my neighbor who is an inspector in the Sewing Machine Shops here. and he adjusted it in about 3 minutes so that it now runs perfectly.

We formerly owned a Singer ($45 machine) and my wife says that the Jewel does just as good work. You have the privilege of using this recommend if you wish. Thanking you for your very fair treatment in the past,

Very truly yours,
L. Merton Gage

THIS IS OUR REGULAR NO. 29E-991 "JEWEL"

NOW is the time to buy your sewing machine while this reduced price can be had We never expected to sell this $30 Jewel at such a low price. and it may be that we will have to put the price back to $17.50 again, but as a special advertisement of our wonderful low prices we have reduced the price from $17.50 to $15.90. Send only $2.25 now, and you can pay the balance $1.00 monthly.

GREATEST BARGAIN Without fear of contradiction do we state that this is the greatest value in a sewing machine ever sold at the reduced price of **$15.90** and only our enormous buying capacity enables us to obtain this machine at a figure, which if we mentioned it, would cause you to ask, "Where does your profit come in?" Well, never mind our profit. **We guarantee the customer the greatest bargain in a sewing machine ever catalogued, and, A word to the wise purchaser is sufficient.**

THE FRAMEWORK is constructed of the very best wood and metal that can be used in a machine. The drop head cabinet is a beautiful piece of woodwork, and is made of extra selected solid oak, of a very graceful design and beautifully polished, bringing out the natural grain of the wood to the best advantage. The iron stand is made of the very best material and is heavily enameled and polished to a bright lustre. Has a cone-bearing balance wheel, with the pitman attached directly to a bell crank axle, thus transmitting the power directly to the center of the wheel, insuring a light, even and easy motion.

THE HEAD has a high arm, is shapely in appearance and mechanically perfect. All the bearings are of steel and brightly polished. **Has a nickel plated hand wheel.**

CREDIT TERMS on this machine 2.25 Cash

The balance you pay $1 a month while you are using the machine in your home.

It is supplied with all the latest improvements, such as:

The feed, which is double, positive in action and extends on both sides of the needle.

The tension. The upper tension may be tightened or loosened at will of the operator by simply turning the small thumb screw on top of the tension device. Our instruction book describes this perfectly.

The improved stitch regulator is found on the bed plate in front of the upright arm. By simply unfastening a screw and sliding it from or toward you, short or long stitches may be made, thus giving you a range of work not found in any other make machine sold elsewhere, at our figure.

The self-setting needles for this machine are the very best grade of needles it is possible to procure. Each needle is inspected and tested as to size, temper, position of the eye, etc.

THE SHUTTLE and shuttle carrier are made of the finest hardened tool steel, the latter is so constructed that the shuttle is always held firmly in place and never rattles when the machine is in operation.

THE BOBBIN WINDER is always in position and ready to operate. The machine is fitted with a releasing device on the under wheel which enables the operator to use the bobbin winder without moving the working parts of the machine or removing the work from needle or presser foot. The winder is operated by means of a belt which is placed in contact with the small pulley on the winder. This works so smoothly and automatically as to make the bobbin working imperfectly in the shuttle almost an impossibility, producing an even tension and greatly improving the perfection of the stitch.

WE SUPPLY FREE a full set of attachments made of the finest steel throughout, polished and nickel plated. They comprise all the latest inventions and improvements as applied to sewing machine attachments, and we give a list of same in the introduction to this department on page **116** of our catalogue.

In addition there is supplied free with each machine a full set of accessories, previously named

ORDER A JEWEL to your home and give it a fair trial. If at the end of thirty days you are not perfectly satisfied with it in every particular send it back to us and we will refund your first deposit, which is required merely as an evidence of your good faith, and we will also pay the freight charges both ways thus insuring you absolutely no risks. In addition we will furnish you with our properly signed ten-year guarantee a fac-simile of which appears in this catalog. Shipping weight, 130 pounds.

We guarantee the "Jewel" will perform any kind of family sewing

PROMPT AND SAFE DELIVERY GUARANTEED

29E-991. Jewel, Our price ($2.25 Cash, $1.00 monthly).....$15.90

OUR BALL BEARING "JEWEL" Sewing Machine $24.50

29E-993

Equipped with all the Latest Improved Devices, such as our new patent Automatic Lift and the very Latest Ball Bearing device as applied to sewing machines.

EASY PAYMENT TERMS:
$3.50 Cash
$1.75 each month for the balance.

Drop Head—7 Drawers

29E-993 You will be delighted beyond expression with the design, workmanship, finish, ease in running noiselessness and scope of work of this seven drawer, drop head, automatic lift, ball bearing Jewel.

IN PURCHASING a sewing machine, buy one that will last a life time. Get one that is guaranteed to give a uniformly high grade service year in and year out. Examine its working parts, see that they are made only of the best quality, hardened material, so that **you get a machine that you may trust always.** There is another point which we wish to bring out, and that is: you will take the machine into your **home,** therefore, in general appearance, beauty of design, finish and workmanship, it must be the equal of the remainder of your furnishings, rather than a mere machine.

SO CONFIDENT ARE WE that our 29E-993 Jewel will meet **all** these requirements to the entire satisfaction of the purchaser that we are willing to take all the risks in sending one to your home, where you may give it the most rigid trial, and if, at the end of thirty days, it does not come up to your highest expectations, we will refund your deposit fee, which is required as an evidence of your good faith, and we will also pay the freight charges both ways, to and from your home.

THE BALL BEARINGS. A very simple device consisting of a small compartment cup into which the balls are separately fitted, each ball having a compartment by itself, therefore there is no friction and consequently no need of oil. A steel pitman rod with a ball and socket joint adds greatly to the easy running quality for which our 29E-993 and 29E-994 Jewels are noted

THE AUTOMATIC LEVER Lift device is the same as that described on page 126 of this catalogue and this is universally conceded to be the **neatest, simplest and strongest** device for the purpose on the market.

THE WOODWORK on our Jewel Sewing Machines represents models of the best art of the cabinet maker, and the material used in the construction of the table, drawers, etc., is of specially selected highly figured quarter-sawed oak, with a piano polish finish. The drawers are large and roomy and will easily hold the attachments, accessories, and all other supplies necessary for all kinds of sewing. A strong lock is carefully fitted on each side drawer, with one key fitting all the locks.

THE STAND is of the best ribbon pattern such as is used on the highest grades of machines, coated with glossy black enamel and neatly finished. The treadle is a fancy open-work model and hung on hardened steel centers.

THE JEWEL HEAD is very neat and symmetrical in appearance, yet it is of large size and affords ample room underneath the arm for handling the most bulky work. **It embodies all the features of the machines previously described in this catalogue.**

PLEASE BEAR IN MIND that the Jewel sewing machine is not the kind of sewing machines handled generally by catalogue houses and selling at similar prices. This is a standard sewing machine, the "People's" standard for quality, which guarantees the machine to be **just as represented** or customer has the privilege of returning the machine and getting his money. To protect the customer we issue a signed **ten-year guarantee.**

A complete set of attachments and accessories are furnished **free** with each and every machine sold by us. Shipping weight, 135 pounds.

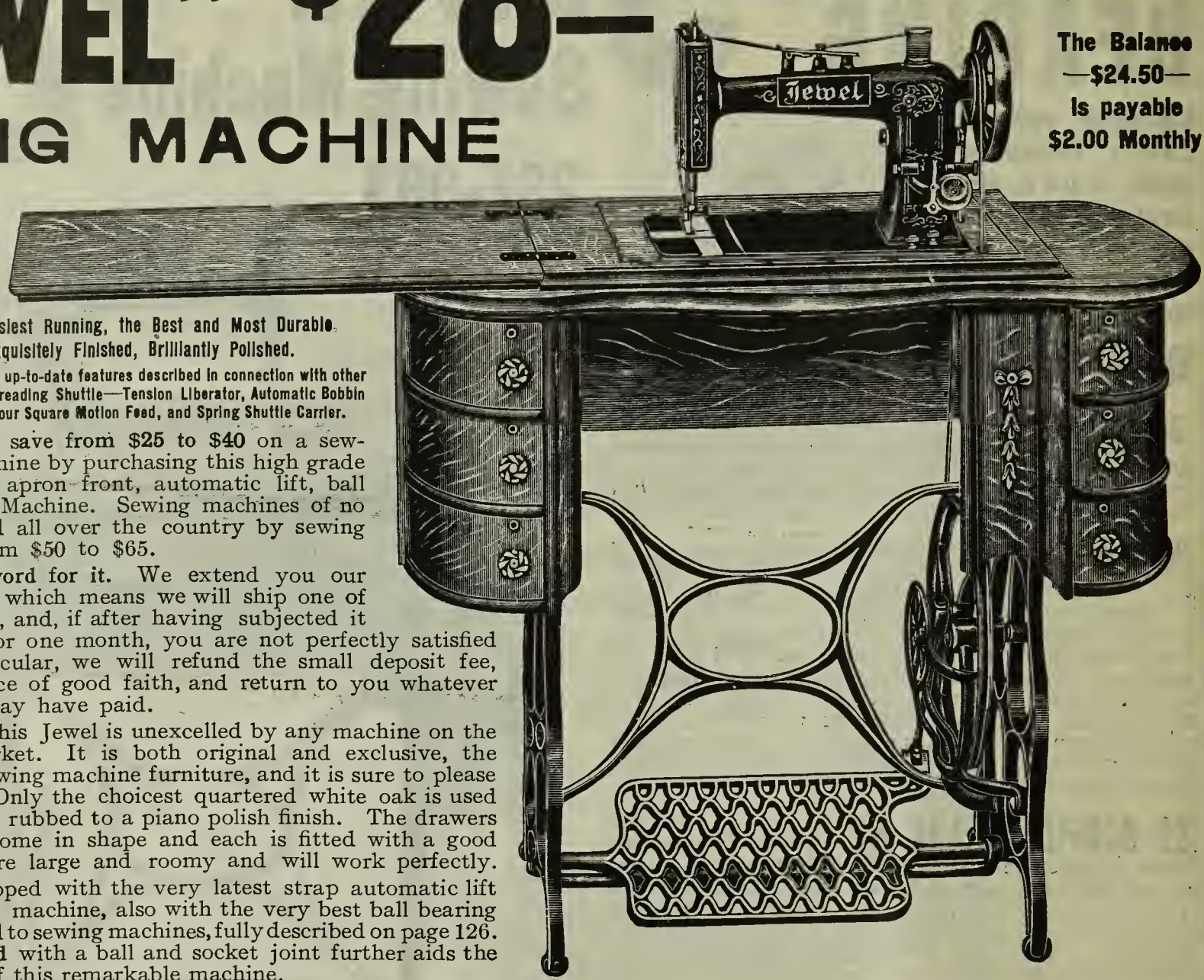
29E-993. Our Price.....$24.50

ROLLER BEARING "JEWEL" $28.50 SEWING MACHINE

APRON FRONT

We will ship this high grade Sewing Machine to you upon receipt of only $4

The Balance —$24.50— is payable $2.00 Monthly



The Highest Grade, the Easiest Running, the Best and Most Durable. Elegant in Design, Exquisitely Finished, Brilliantly Polished.

The Head embodies all the improved, up-to-date features described in connection with other Jewels—Self-setting Needle, Self-threading Shuttle—Tension Liberator, Automatic Bobbin Winder, Large Double, Positive Four Square Motion Feed, and Spring Shuttle Carrier.

29E-994 You can save from $25 to $40 on a sewing machine by purchasing this high grade six-drawer drop head, apron front, automatic lift, ball bearing Jewel Sewing Machine. Sewing machines of no better quality are sold all over the country by sewing machine agents at from $50 to $65.

Don't take our word for it. We extend you our free 30-day trial offer which means we will ship one of these machines to you, and, if after having subjected it to the severest test for one month, you are not perfectly satisfied with it in every particular, we will refund the small deposit fee, required as an evidence of good faith, and return to you whatever freight charges you may have paid.

THE DESIGN of this Jewel is unexcelled by any machine on the market. It is both original and exclusive, the latest production in sewing machine furniture, and it is sure to please the most fastidious. Only the choicest quartered white oak is used in the woodwork, hand rubbed to a piano polish finish. The drawers are particularly handsome in shape and each is fitted with a good quality lock. They are large and roomy and will work perfectly.

This Jewel is equipped with the very latest strap automatic lift used only in this make machine, also with the very best ball bearing device made and applied to sewing machines, fully described on page 126.

A steel pitman rod with a ball and socket joint further aids the easy running quality of this remarkable machine.

The arm is positively full height and length, giving a machine with which any kind of sewing may be accomplished. The bed plate is flush with the table, making not only a more pleasing appearance, but also facilitating the work of sewing.

The working parts, such as levers, screws, plates, etc., are highly polished and nickel plated; likewise the hand wheel and face plate at the head.

THE FEED operates with absolute positiveness, as perfect a four motion feed as was ever devised, and feeding with certainty all classes of work. The feed points are double, extending on both sides of the needle, and the feed will lift to the full stroke for every stitch, either long or short.

The tension is of the latest improved type and situated conveniently on the front edge of the face plate. Has a wide range of adjustment and is so simple that it operates perfectly with the thread drawn once through it.

The automatic tension liberator is so constructed that the work may be removed with the greatest ease and dispatch.

The self-setting needle is straight, short and strong and is made with an enlarged shank flattened in proper gradation with different size needles, insuring an absolutely perfectly setting needle. It is held by a patent needle clamp which holds it securely, at the same time permitting ready removal for the purpose of changing.

The bobbin winder is automatic in its action and winds the bobbin uniformly, thus preventing breakage of the lower thread while sewing.

The shuttle is positive self-threading. It is made from the finest tool steel, tempered, polished and nickel plated.

The shuttle carrier is of a special design, fitted with steel spring lining, which counterbalances the weight of the shuttle, thus eliminating the disagreeable clicking and rattling so noticeable in other machines.

A COMPLETE SET of attachments named in another portion of this department, and complete accessories, accompany each machine without extra charge.

While in our descriptive matter we have attempted to cover every important point, it is impossible to convey a thorough conception as to the elegance and beauty of design and the wonderful working quality of this splendid machine, by mere word alone. This machine will be appreciated only by a personal inspection and a careful and exhaustive trial. We give you this privilege and assure you absolutely no risks if it fails to meet with your expectations. Shipping weight, 140 pounds.

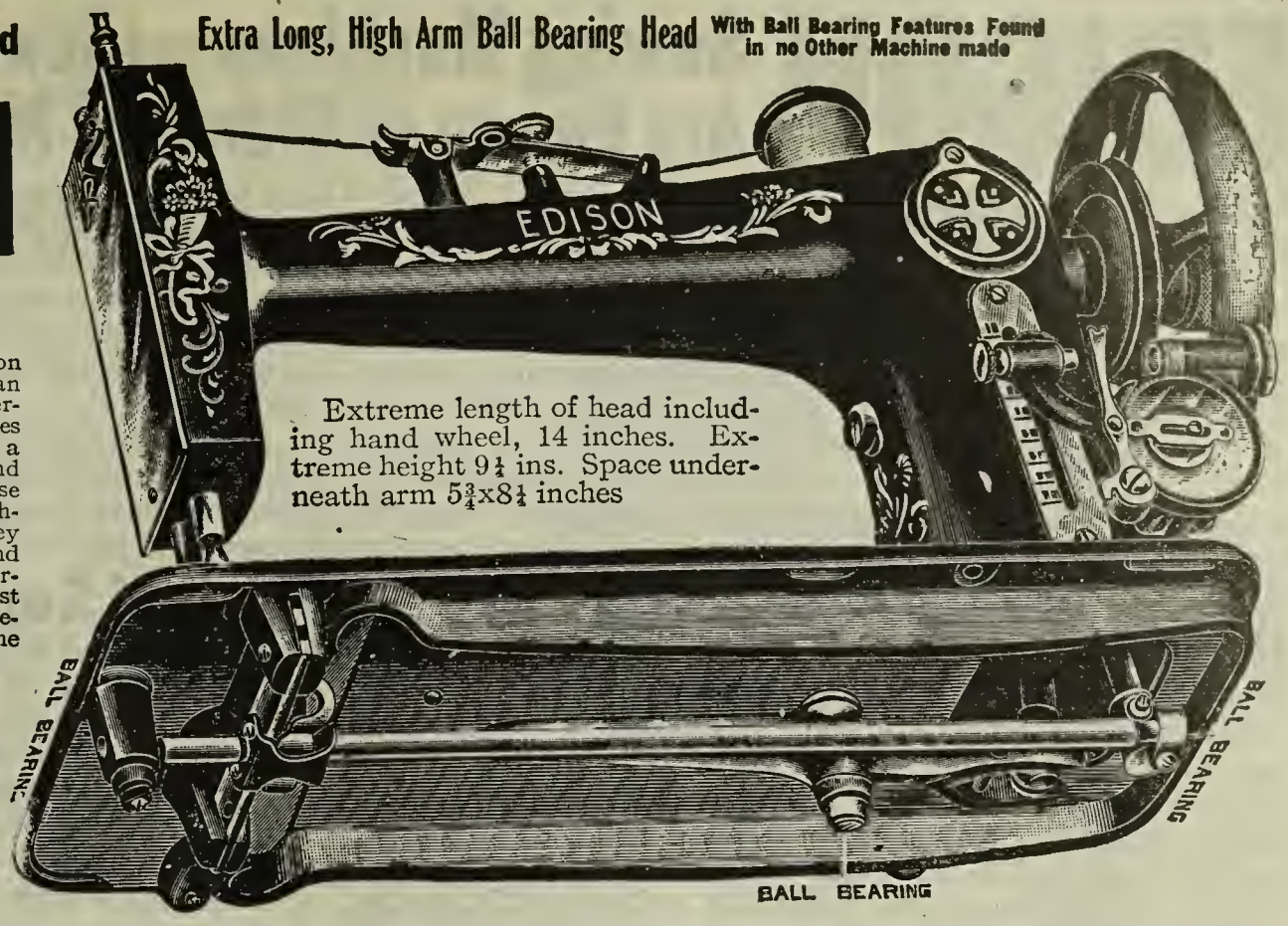
29E-994. Jewel, Our price..... **$28.50**

The Wonderful Patented Improved

EDISON

Sewing Machine

Extra Long, High Arm Ball Bearing Head With Ball Bearing Features Found in no Other Machine made



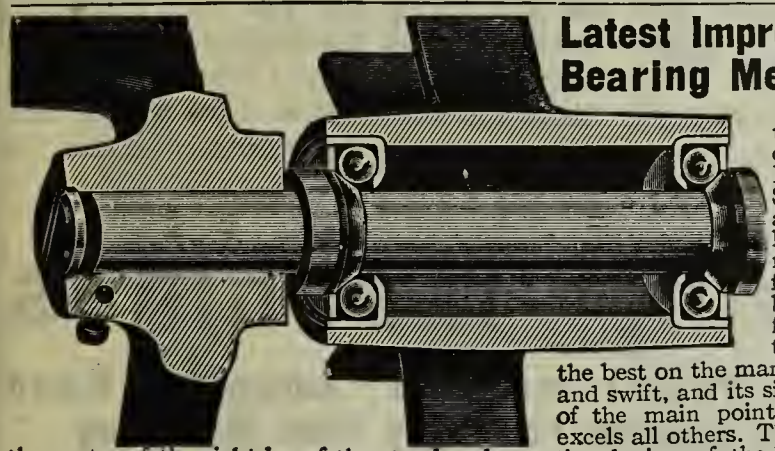
Extreme length of head including hand wheel, 14 inches. Extreme height 9¼ ins. Space underneath arm 5¾x8¼ inches

The great feature to be remembered in connection with the improved Edison Sewing Machine is that it can be operated by anyone. So remarkably simple and perfect is the improved patented mechanism that it does not get out of order and never requires the service of a repair man. There are few adjustments to make and every thing is so simple and up-to-date that even those who have been utter failures at sewing on other machines have found the Edison machine one that even they could operate and on which they could do the finest kind of work. We illustrate on this page a few of the important features that go to make these machines the most perfect and reliable of any machine on the market, regardless of cost We claim, without hesitancy, that the Edison has no equal, not even by those machines which sell for twice and three times the price we ask.

The Ball-Bearing Features comprise the latest results of mechanical ingenuity, making the "Improved Edison" the most genuine ball-bearing machine ever produced, hence the most perfect in operative qualities, the lightest and easiest running and one that makes the least possible noise of any machine made, used or sold.

The Head is shapely, of perfect pattern, designed on the latest models of perfection. It is the largest and has the longest, strongest, and most satisfactory arm ever used on a sewing machine. It is made of the very best iron, is smoothly finished and heavily enameled, with seven coats of the best French enamel, baked on. Is hand polished, highly finished, and beautifully decorated. **The face plate is made of highly polished steel, beautifully nickel-plated and embossed,** and in connection with the nickel-plated automatic bobbin-winder, nickel-plated medallion, nickel plated upper tension, polished steel needle bar, and nickel plated hand wheel, furnishes the most handsome sewing machine head in the world. Inside mechanism of working parts is the most perfect in every detail. The main shaft and connecting parts are made of the finest case-hardened steel, highly polished with every bearing or wearing point accurately fitted and adjusted. It has the latest adjustable bearings with improved take-up features, making "lost motion" impossible; for as the bearings wear from use, by a simple operation they may be taken up and the machine always kept in perfect order, free from any wobbling or rattling motion. A double eccentric cam made of one piece of solid steel, arranged in connection with the main shaft operates both feed and shuttle mechanism, without the slightest viabration when the machine is being operated.

Instruction Book Free Our machines are so simple that no specific instructions are required, but we give you the book to have in case you should want it. The Instruction book accompanying each Edison machine gives plain instructions how to operate same without teacher. It is profusely illustrated, showing how to do all kinds of fancy work with attachments. Book is printed in English, German, French, Spanish, Swedish and Scandinavian.

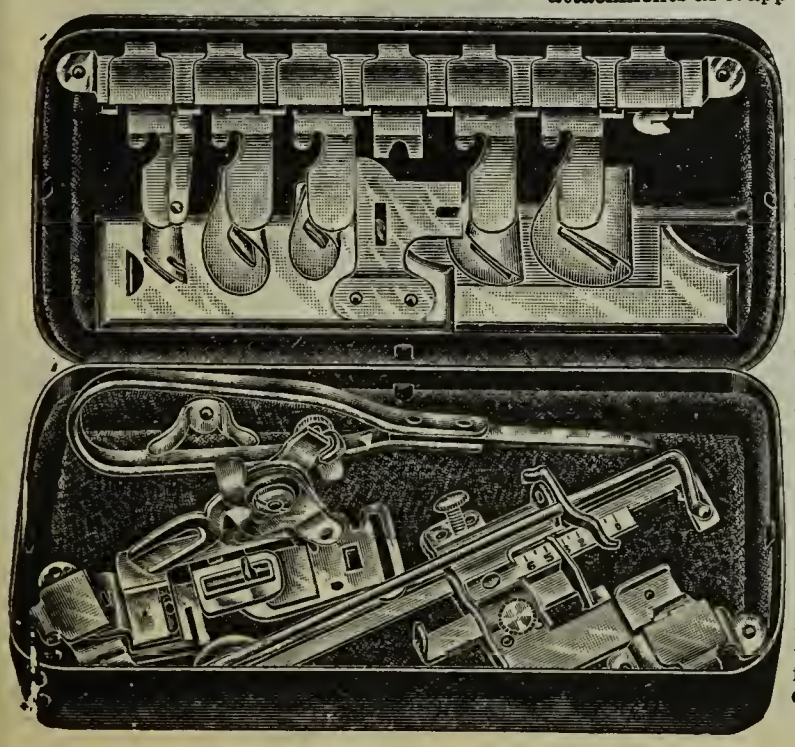


Latest Improved Ball Bearing Mechanism.

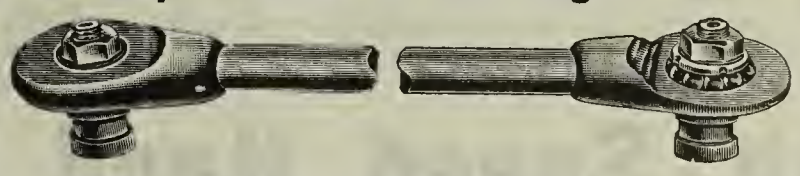
To meet the universal demand for Ball Bearing Stand, we have adopted the latest improvements in this feature, as may be easily seen from this illustration. It is the best on the market, runs quiet and swift, and its simplicity is one of the main points in which it excels all others. This view shows the center of the right leg of the stand and a sectional view of the hub of balance wheel in which ball bearings are placed. The balls and parts are made from the best tool steel, case hardened and smoothly finished. All wear and lost motion can be taken up by the turn of an adjusting screw. The clumsy feature so common in most ball-bearing devices are entirely eliminated in this and we are positive the wearing qualities excel by a very great percentage those possessed by any other device known. **Our Ball Bearing Stand** positively produces the lightest running Sewing Machine ever Manufactured.

Full Set of Attachments Free

The picture below shows box of attachments as it appears open. It includes the very best steel attachments, nickel plated and enclosed in a handsome metal box. They consist of one ruffler, one tucker, one hemmer, and feller, one shirring plate one underbraiding plate four hemmers of assorted widths, one binder, one nickeled screw driver, one cloth pick and one special attachment foot These attachments are the very finest improved devices and are far in advance of the old fashioned complicated parts on nine tenths of other machines. They are extremely simple and easy to use and there is no kind of sewing that cannot be done perfectly. Remarkable new devices for hemming, felling, binding tucking, quilting, brading, ruffling, etc.



Latest Improved Edison Ball-Bearing Steel Pitman



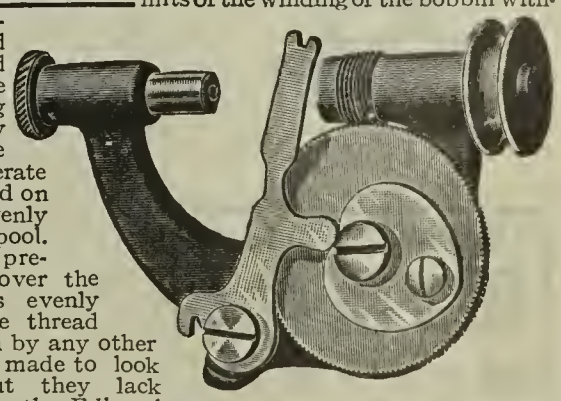
The pitman is of steel and works on steel bearings at the upper connection and this advantage in combination with the regular ball bearing features of our machines make them lighter running than any other make on the market. This ball bearing steel pitman is an Edison Improvement that is imitated by certain other manufacturers, but they cannot use our patents and consequently their products are only imitations.

"Improved Edison" Self-Threading Cylinder Shuttle

A perfect cylinder steel shuttle open at one end, entirely self-threading, easy to put in and take out, holds a bobbin that carries a large amount of thread. There are no holes to thread through, no spring to thread under, no latch to open or turn, making it the most easily threaded shuttle in use. It is so simple that it can be threaded in the dark by two motions of the hand, forward and backward. The tension is even and perfect, and can be changed without removing the shuttle from the machine thereby saving much time and avoiding trouble and annoyance. Owing to its simplicity it is impossible to thread the shuttle wrong. It is made of the finest steel tempered for wearing qualities, smoothly finished and tension regulated by a carefully tempered spring. The opening is extra large with ample provision for the insertion of an extra long bobbin.

The Case The construction of the cabinet or wood work is known as the improved veneer process, which is the best known for sewing machine cabinet work. There are layers of wood in the table tops and in the bent covers. The joints are perfectly matched and the exterior is handsomely polished. The elaborateness and fineness of finish depend upon the price, as we show many styles. All drawer cases are of the skeleton frame style, which is the most popular and of the neatest make. Drawers are strongly reinforced; locks and darwer pulls in varied designs.

Edison Automatic Bobbin Winder It is a late and modern device which permits of the winding of the bobbin without running the machine or interfering with the goods being sewed It is not necessary to unthread the machine or disarrange the work in the least when winding the bobbin, a point certainly worth considering. The device is so simple that a child can operate it with ease. It winds the thread on the bobbin systematically, evenly and as regularly as it is or the spool. The patent guide attachment prevents the thread from running over the ends of the bobbin, distributes evenly from end to end, putting more thread on the bobbin than can be put on by any other way. There are Bobbin Winders made to look like the improved Edison, but they lack those vital improvements that only the Edison has.



EDISON Sewing Machines and Jewel Sewing Machines Are known as Standard Makes all over the World

What the Name Means A strictly high grade perfect sewing machine should last a life-time. An Edison or a Jewel will last a life-time. These two celebrated makes are well known as the standard in every country of the world. Over 552,800 Edison Machines are now in use and approximately 580,000 Jewel Machines, making in all a total of over a million. Think of it! A million sewing machines with their owners scattered through every state in the Union and every country on the globe. Results such as these are not accomplished by the average sewing machine manufacturer.

A World-Wide Reputation is not attained through the making of an "ordinary" product. It's the exceptional things that find their place at the top of the list; and Edison machines and Jewel machines lead all others in points innumerable. There are more of them in use—they contain more important improvements—and they do a finer quality of work than any other make. You don't take any chances when you order an Edison or a Jewel—the names stand for all that is good in a sewing machine.

Our Low Prices We are the only concern in the country selling strictly high grade sewing machines on credit by mail at factory prices. We are the factory's distributors of the famous Edison machines and also of the celebrated Jewel machines and by virtue of our immense contracts control the prices. You may know, therefore, that our figures on these well known machines have been reduced to the point where they represent bare factory production cost plus our small percentage of profit.

No other firm is allowed to sell them—the great Edison Sewing Machines or the famous Jewels. We certainly had to have a great deal of confidence in these machines, as well as in the public, in order to agree to sell all these big manufacturers can make for us—but at the prices quoted in this catalogue we are sure to sell all and more than our agreement calls for. Such grand sewing machine bargains were never before offered by any concern in the world.

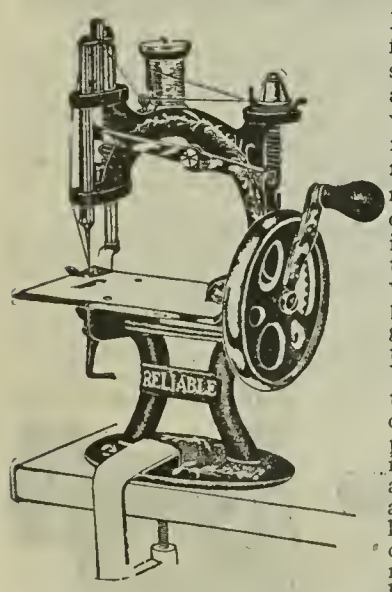
No matter who you are or where you live you can buy one of our wonderful sewing machines at absolute factory price and have every advantage that our famous easy-way to-pay-plan affords in paying for it.

Points of Superiority On other pages in this section of our catalog, which is devoted to sewing machines, we show illustrations and descriptions of the construction of many important parts in which our wonderful machines excel, although they have dozens of special advantages over other kinds of machines which for lack of space we are forced to omit mention. These machines will do every class of work and do it perfectly—will take every kind and size of thread—will operate with less motive power and less noise than any other first class machine made.

Each individual and separate part has been worked out by experts and the assembled machines represent that perfection which is attained only after years and years of practical experience. Hundreds of thousands of dollars have been expended by the manufacturers during the past fifteen years in experimenting and perfecting the various different parts, with the result that our this year's models represent the highest attainment of mechanical perfection. All parts are interchangeable and any broken part can always be replaced. Rare indeed are the cases where this is necessary, but, should any part be wanted, it can be supplied immediately.

High Speed Hand Sewing Machines

The "Reliable" High Speed Automatic Tension Hand Sewing Machine with Latest Improvements

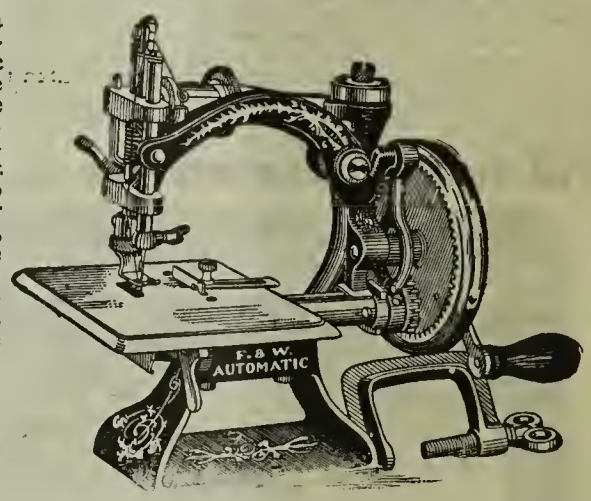


This Is Our Improved RELIABLE Now reduced to only $2.75

This well known make, the "RELIABLE" Hand Sewing machine has been on the market for a number of years. but has never before sold at such a small price. We have made arrangements direct with the manufacturer and will now supply you one of these high grade machines at the wholesale price of $2.75. This machine is intended for those who, for various reasons, are unable to use a foot-power machine or for large families where an extra machine is often needed, or for those who travel. It is a thoroughly practical sewing machine well made with iron frame and wearing parts of steel and polished. It is handsomely enameled and of good size, its dimensions being as follows: Extreme height 7½ inches; extreme width 6 inches. We especially call your attention to the fact that regardless of the low price, this is a first class high grade hand machine thoroughly and perfectly adjusted and ready for practical use in the home. This machine has a positive feed and combines in every way simplicity and durability. It is easy to operate and will do all kinds of sewing perfectly. Each machine has clamp for attaching to table or arm of chair. The mechanism of this improved Hand Machine has been constructed with strict regard to simplicity and efficiency. There is not a wheel or screw in the entire machine that is not absolutely necessary and that has not been especially designed so as to reduce its cost without in any way interfering with its utility and serviceableness. We will ship you one of these "RELIABLE" Hand Sewing Machines upon receipt of price quoted below and if you are not satisfied with it after you get it we will refund your money. Shipping weight, 45 ounces.

Our reduced price..... **$2.75**

The New Patent Improved "Automatic" Hand Sewing Machine For Every Kind of Sewing



If you haven't room for a large machine, this new improved "Automatic" Elastic Stitch Hand Sewing Machine is indispensable. If you have a large machine, use this convenient machine as a supplement for quick service at home, and when you go visiting or travelling. For making children's clothing, its chain stitch is preferable to the lock stitch.

In representing this machine to our customers, it is with a view to meeting the demand for something practical and ornamental, as well as a reliable machine for plain sewing. It is made of the best material, all working parts being made of steel, and is constructed in a most substantial manner, the frame being made of metal. It is fastened to the table with a clamp furnished with each machine; makes the same stitch as Wilcox & Gibbs $75.00 style automatic, and is a machine we can recommend to anyone desiring a first class machine that will sew perfectly. It has the latest patent feed motion, a perfect stitch regulator, uses the Wilcox & Gibbs self-setting needle, which has a short blade and long shank, and is not easily broken. On account of the simple devices embodied in its construction, it runs lighter and quieter than any machine made. It is free from complications, easily cared for, and always ready for use. We have combined simplicity, durability, strength and beauty in the production of this machine, producing an article that is suitable for all climes, races and conditions. It is suitable for the little miss, for the nursery maid, for all kinds of plain family sewing, and is adopted by wise housewives everywhere because of its general usefulness.

Each machine is packed in a separate box, with an extra needle, an oil can, a gauge and gauge screw, a clamp for fastening the machine to table and combination screw driver.

Complete instructions and cut showing how to thread and operate machine goes with each machine. Extreme height, 7¾ inches; extreme width, 8¾ inches: boxed ready to ship, weight, 80 ounces.

Our Reduced Price..... **$4.50**

THE GREAT EDISON "A" Sewing Machine

The Only High Grade Machine Ever Sold At This Low Price.. $12.75

Unlike other mail order houses, we do not offer our lowest priced sewing machine with the apology that it is not a high grade machine. We offer this great Edison machine at this low price as a special leader and as one that we can and do thoroughly guarantee to be far ahead of any low priced machine ever sold by any factory, mail order house or store in the world. It has a more improved stand; a more perfect and larger head and is better in every detail than 50 per cent. of the sewing machines that are now sold by agents at three and four times our low price. And to know that this machine is our genuine Edison Sewing Machine should be sufficient evidence to prove that it outranks other makes that are sold elsewhere at even double this our special reduced price of only $12.75. The great Edison Works is one of the largest sewing machine plants in the world and with it's complete equipment of new patented automatic machinery, it's facelties for turning out the highest grade sewing machines at minimum cost a e unequalled.

Our Great Offer of this wonderful machine at such a reduced price is revolutionizing the sewing machine business. We do not represent this machine to be as fine as our higher priced Edisons or Jewels shown in this section of our catalog, nor to possess all of the features embodied in our more expensive models; but we want you to understand clearly that every cent you put into an Edison machine, whether it be this, our Model "A," or our highest priced number, that you are getting your full money's worth and that not one penny is being spent for agents' commissions or wholesale profits. These great Edison machines are distributed by us exclusively and we take all the factory can produce to supply our enormous trade.

Full Size Head This machine has a good sized head with full length high arm, giving plenty of room under arm for all kinds of family sewing. This is not a drop head machine, but is furnished with wood top as shown in illustration.

The Cabinet is made of solid oak finished golden and smoothly polished. It has five drawers two on each side and one in the middle.

The Stand is well made of iron throughout is strongly braced and richly enameled black.

The Attachments

We furnish a complete set of steel, nickel plated attachments free with this machine.

The Accessories furnished free with this machine consist of: oil can filled; gauge and gauge screw; extra bobbins; one hemmer foot; one dozen extra needles, one thread cutter and one instruction book. Our special reduced price now.....$12.75

Terms: $2.00 cash; balance $1.00 a month

Our Terms $2 cash Balance $1 a month

Shipping Weight, 100 lbs.

We Trust You

ITS EASY TO PAY THE PEOPLE'S WAY

$16.65 GENUINE EDISON "B"

Drop Head, High Arm Sewing Machine with all the Ball Bearing Improvements and Easy Running Features.

The Verdict The foreman of a large shop where special mining machinery is made ordered this Model "B" Edison and after taking it into his home and examining it, wrote us that he considered the improved features and perfect mechanism of this machine to be simply wonderful. This skilled mechanic was able to appreciate at once the finer qualities of the Edison.

The verdict of every one who buys a Model "B" Edison is the same; and in spite of the low price it possesses all the wonderful Edison improvements which make this line of machines the quietest and easiest running sewing machines in the world.

The Style This is a drop head, high arm machine, with an absolutely positive and easy action accomplished with a mechanism of extreme simplicity. The head can be lowered and the beautiful polished oak top let down so when not in use, it is converted into a fine stand which can be used as a table. When opened this top forms a long solid table surface which is of great convenience in sewing.

The Stand is rigid and strong without being excessively heavy. It is complete ball bearing, which makes sewing with this machine devoid of any hard labor and causes its operation to be easy, smooth and noiseless. All parts are heavily Japanned. The essential features of its construction are the most improved type and every bearing is perfectly fitted and adjusted.

The Head In the large head fitted in this Edison "B" sewing machine no want of the operator is left unfilled; for the greatest inventions known to sewing machine builders are found in the Edison Head, and it's strong construction, delicate adjustment of working parts and preciseness of operation have won international fame. It does every kind of work, from the finest and most delicate stitching to the heaviest sewing and does it perfectly. It is simple and easy to adjust and every part is constructed of the finest material which guarantees indestructibility.

The Cabinet Solid Golden Oak, high polish in a plain neat design. These few words describe the model "B" Cabinet. The drawers are large and roomy. The cabinet is perfectly joined and non-warpable. The rich finish of the thoroughly seasoned oak of which it is made gives this machine a fine apperance and one to be thoroughly proud of.

All you Need Pay Is $2.50 CASH Balance $1. a month After You Get the Machine

Free Attachments are furnished with this machine including a complete set of the best and highest grade quality. Each piece is made of solid steel and beautifully nickel plated. The attachments are more fully described on another page and include the most simple and improved devices for doing every conceivable kind of sewing. Our free instruction book describes the use of these various appliances so that a sixteen year old child can easily do the work by simply following the instructions.

The Great Saving in Price This remarkable machine at our factory price makes your saving a handsome one. The difference in price, quality considered, between this fine high grade machine and what you would pay any other mail order house or agent, is so great that there is no comparison. And bear in mind that when you get this machine you are buying a genuine Edison, one that will last you as long as you live and then be better than many a machine you would pay a much higher price for. You have the advantage and satisfaction of owning a machine that is easy and simple to operate and that stays in perfect condition and ready for immediate use, when you buy this our wonderfull improved, up-to-date, easy-running noiseless Model "B" Edison Sewing Machine. Our Reduced Price..... **$16.65**

(Terms $2.50 Cash, balance $1.00 monthly)

Shipping Weight, 100 lbs.

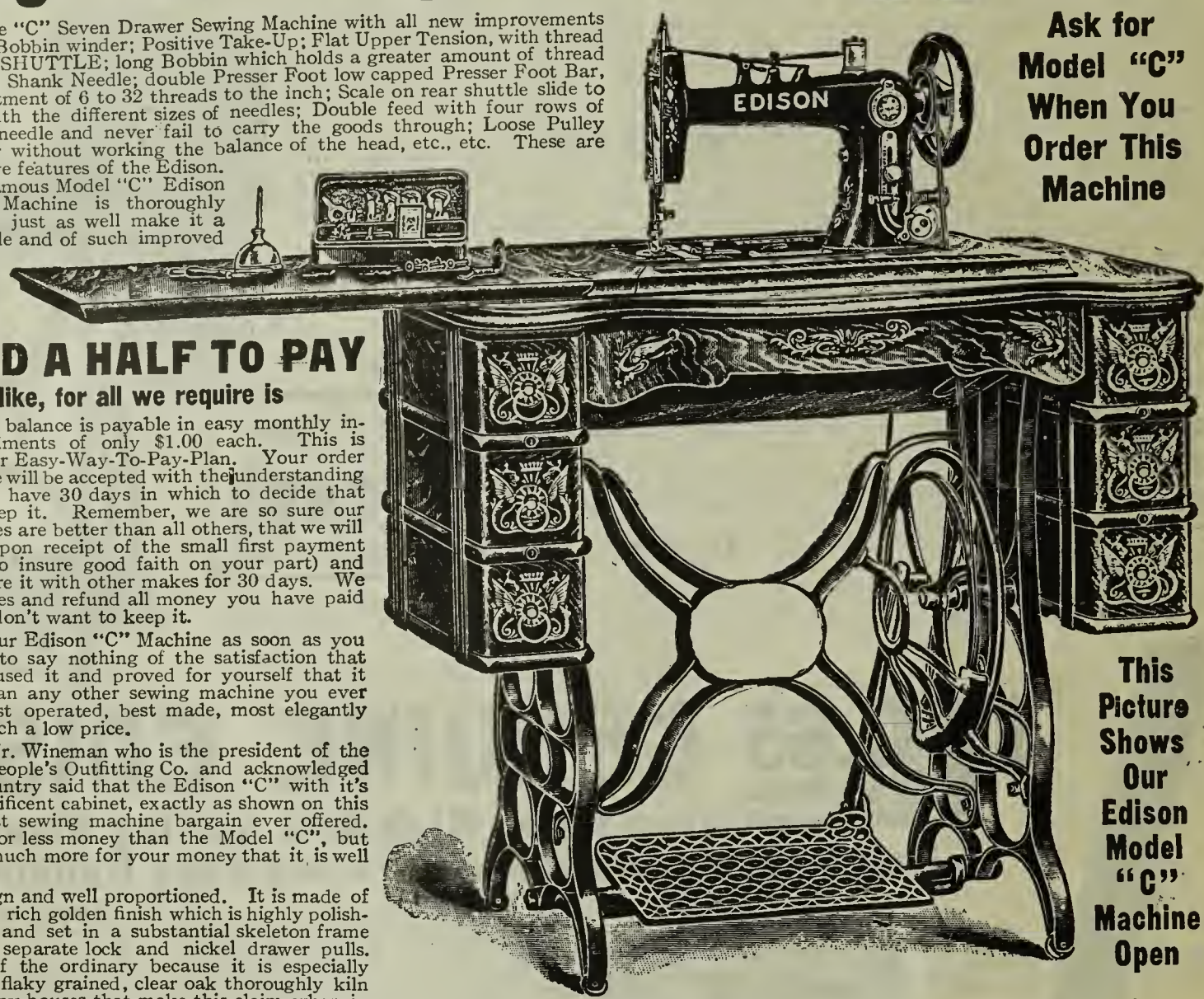
Guaranteed For 10 Years Will Last for Generations

THE FAMOUS EDISON "C" $17.89

Drop Head High Arm Sewing Machine

This is the well known Edison Style "C" Seven Drawer Sewing Machine with all new improvements including Drop Head; Hand Lift; Bobbin winder; Positive Take-Up; Flat Upper Tension, with thread liberator; Self threading CYLINDER SHUTTLE; long Bobbin which holds a greater amount of thread than any other bobbin; self setting Flat Shank Needle; double Presser Foot low capped Presser Foot Bar, Stitch Regulator with Scale for adjustment of 6 to 32 threads to the inch; Scale on rear shuttle slide to indicate the number of thread to use with the different sizes of needles; Double feed with four rows of teeth that operate on both sides of the needle and never fail to carry the goods through; Loose Pulley Device for operating the bobbin winder without working the balance of the head, etc., etc. These are only some of the improved and exslusive features of the Edison.

Ten Years' Guarantee This famous Model "C" Edison Sewing Machine is thoroughly guaranteed for ten years, and we could just as well make it a hundred years, for it is so perfectly made and of such improved and simplified construction that there is practically no wear out to it. You can safely put your confidence in the Edison Machine and you can depend on it to be exactly as we represent.



Ask for Model "C" When You Order This Machine

TAKE A YEAR AND A HALF TO PAY

for this machine, if you like, for all we require is

$2.50 CASH The balance is payable in easy monthly installments of only $1.00 each. This is according to our Easy-Way-To-Pay-Plan. Your order for this machine will be accepted with the understanding that you are to have 30 days in which to decide that you want to keep it. Remember, we are so sure our Edison Machines are better than all others, that we will ship you one upon receipt of the small first payment of $2.50 (which amount is asked only to insure good faith on your part) and let you use it in your home and compare it with other makes for 30 days. We agree also to pay all the freight expenses and refund all money you have paid out if you decide, for any reason, you don't want to keep it.

You Will Be Delighted with our Edison "C" Machine as soon as you see it, to say nothing of the satisfaction that will be yours when you have actually used it and proved for yourself that it runs lighter and with greater speed than any other sewing machine you ever saw or used. It is the simplest, easiest operated, best made, most elegantly ornamented machine ever offered at such a low price.

What The President Says Mr. Wineman who is the president of the People's Outfitting Co. and acknowledged the greatest furniture expert in the country said that the Edison "C" with it's improved simple mechanism and magnificent cabinet, exactly as shown on this page, is, in his estimation, the grandest sewing machine bargain ever offered. It is quite true that we sell machines for less money than the Model "C", but in this wonderful machine you get so much more for your money that it is well worth the small difference in price.

The Cabinet is handsome in design and well proportioned. It is made of beautiful oak with a rich golden finish which is highly polished. The drawers are seven in number and set in a substantial skeleton frame of new design. Each drawer has a separate lock and nickel drawer pulls. The oak used in this cabinet is out of the ordinary because it is especially selected for this purpose and must be flaky grained, clear oak thoroughly kiln dried and air seasoned. There are many houses that make this claim when in reality the wood used is second grade and only partially seasoned. Our machines are guaranteed to have perfect cabinets as well as perfect mechanism and there is not a single part that goes to make up this machine that is not inspected

This Picture Shows Our Edison Model "C" Machine Open

The Bearings The fine grade of steel used in the bearings of this wonderful Edison machine is a guarantee of perfect satisfaction in the running mechanism; and the patent construction is so ingeniously devised as to make it of extremely light draft. This machine has been declared by experts to be positively 25 per cent lighter running than most other high grade machines. It will not fatigue the operator or tire the back like some machines and you can run the machine as fast as it is practical with no injury to the mechanism and with perfect ease. You can start quickly and stop suddenly with no bad effect because every part is perfect.

Arm and Head The Edison Style "C" Arm is large strong and modern. Length over all 14 inches. Space under arm 8½ by 5¾ inches. The beautiful Japan enamel and the triple plate on head, arm and wheel, are of the very highest grade with most beautiful designs. Inside working parts are all made of tool steel. The face plate is highly polished steel, nickel plated and embossed, and machine has nickel plated automatic bobbin winder, nickel plated upper tension and polished steel needle bar. Bearings are all adjustable with improved take-up features and after long years of use and bearings have worn down a trifle they can be quickly taken up, thus placing the machine in perfect order and as good as new. By the patented exclusive improvements on this machine, vibration is almost entirely eliminated, making a decided advantage over any other make.

The Stand is made of the best grey iron and all running parts are ball bearing and non-vibrating. It is heavy, well designed and handsomely Japanned.

Attachments This machine is equipped with a complete set of nickel-steel highest grade Attachments complete in a box. The set includes the following: Ruffler, Tucker, Binder, Braider, four Hemmers (assorted widths), Quilter, Thread Cutter, Foot Hemmer, and Feller. These attachments are not the old, clumsy, out-of-date, useless kind included with cheap machines; but the very finest high grade new improved and simplified up-to-date and easy-to-understand and operate kind that are furnished only with the highest grade sewing machines made. These attachments are all FREE with your Edison "C" sewing machine.

Accessories (Also furnished free).—One oil can with oil, one gauge and gauge screw, five bobbins, one combination screw driver, one hemmer, package of needles, and a complete Instruction Book (in five languages) as well as our GUARANTEE FOR TEN YEARS, by which we agree to replace any part which may prove defective in 10 years from date of purchase. Shipping Weight, **125 lbs.**

Freight Charges The freight rates from Detroit are as low and lower than from Chicago or any other city in the United States and the small amount you pay in freight is made up many times by the wonderful bargain you get in this magnificent Edison "C" machine. You cannot buy an Edison Sewing Machine from any other concern or agent and you cannot equal the Edison when it comes to real value, not even at double our price. Special reduced price..... **$17.89**

This Picture Shows Model "C" Machine Closed

Terms: $2·50 cash, balance $1.00 a month.

$20.95 EDISON, STYLE "D"

Our Reduced Price on This Model "D", Magnificent, Improved, Automatic Lift, Drop Head, High Arm Sewing Machine Now Only $20.95.

The Edison is the Standard of sewing machine perfection. When you buy an article that is to serve you the rest of your life you want to know that it is a standard article. That is the first consideration. The next point is the price and the terms. We clearly prove our leadership on the sewing machine question by our low priced machines and we particularly direct your attention to our higher grade machines and urge our customers, entirely in their own interest, to buy one of these machines. While our model "A" at $12.95 is thoroughly reliable and will give the best of satisfaction and better than sewing machines sold by others at prices ranging from $15 to $25. nevertheless, we always recommend the purchase of one of our higher grade machines, for the additional money required is so well invested.

The New Improvements This grand Model "D" Edison sewing machine with its high class woodwork and handsome apron front is built in the largest and best sewing machine plant in the world. It is a high grade, high arm, automatic chain lift, ball bearing machine of medium price and its sale in any community always leads to many more new customers for this great concern. The improved patent tension and thread liberator, the automatic bobbin winder, positive feed and take-up, double presser foot lifter, self threading cylinder shuttle and long bobbin are only a few of the points of superiority of this marvelous machine.

THE ABOVE PICTURE SHOWS HOW OUR EDISON "D" LOOKS WHEN CLOSED

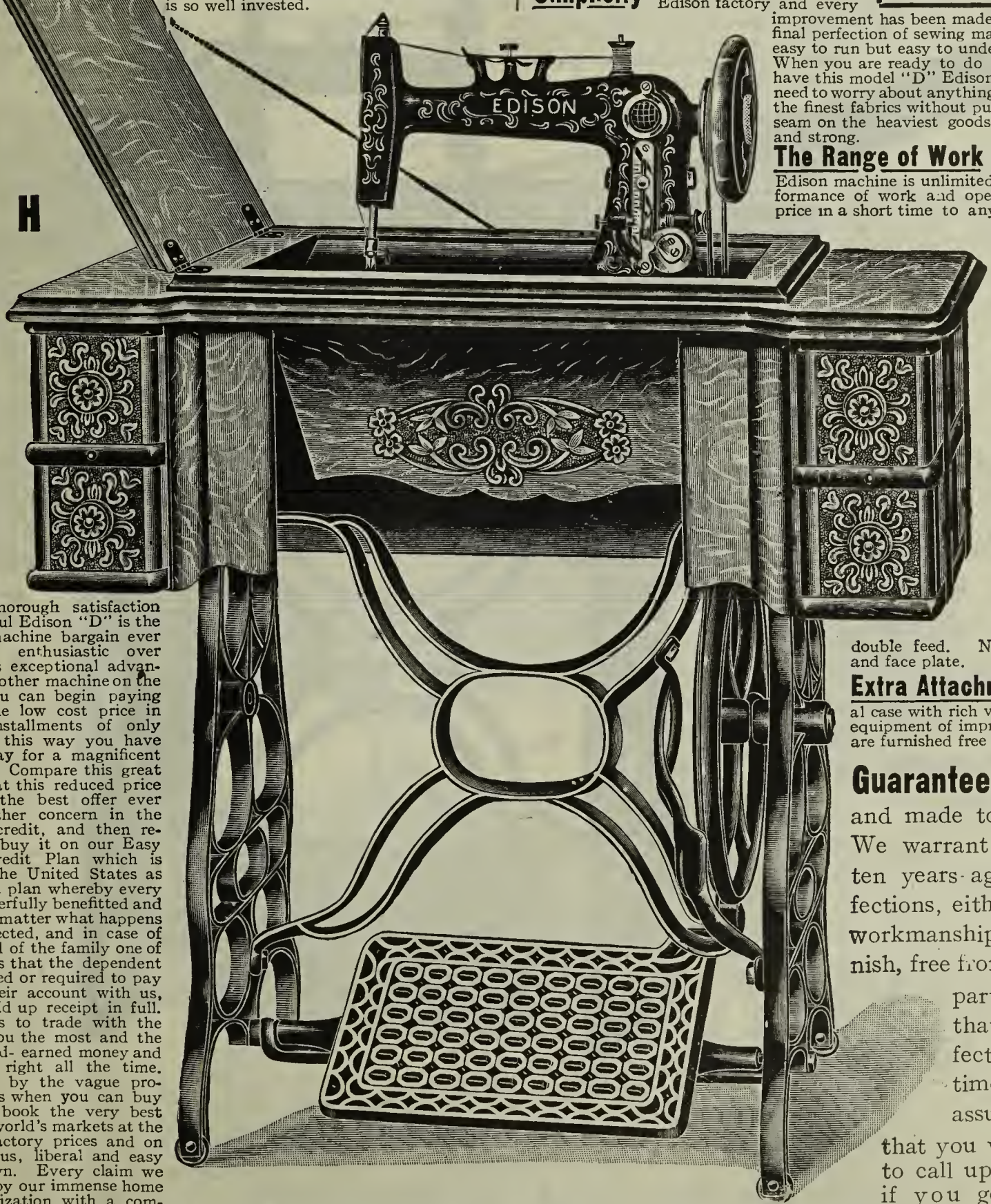
Simplicity is the watch word in the Edison factory and every improvement has been made along this line with the final perfection of sewing machines that are not only easy to run but easy to understand and take care of. When you are ready to do a job of sewing and you have this model "D" Edison in the house you don't need to worry about anything going wrong. It will sew the finest fabrics without puckering and will make a seam on the heaviest goods that is elastic, durable and strong.

The Range of Work that can be accomplished on this Model "D" Edison machine is unlimited. It is perfect in performance of work and operation and will save its price in a short time to any one who wants to do their own sewing. Hemming, binding, felling, quilting, ruffling, braiding, puffing, shirring tucking, etc., can be done with as little effort as plain sewing. With this machine the most inexperienced operator can do the finest work by simply following the instructions.

The Head has improved high arm, full ball bearing of superior type, guaranteeing speed and ease of operation as well as eliminating all noise. Finished parts done in 8 coats of French enamel, gold decorated. Nickel plated stitch regulator with accurate scale, nickel plated double tension and positive double feed. Nickel plated hand wheel and face plate.

Extra Attachments Free Beautiful metal case with rich velvet lining holds the full equipment of improved attachments which are furnished free with this machine.

$3 CASH is all you need pay us to have this marvelous Edison "D" Sewing Machine sent to your railroad station. All we ask is that you take it into your home and use it a whole month. We know you will then decide to keep it. And you need not start paying the balance until you have had all this time to use the machine and to appreciate it's superior qualities. After you have found to your thorough satisfaction that this wonderful Edison "D" is the greatest sewing machine bargain ever given and are enthusiastic over it because of its exceptional advantages over every other machine on the market—then you can begin paying the balance of the low cost price in easy monthly installments of only $1.50 each. In this way you have **over a year to pay** for a magnificent sewing machine. Compare this great Edison machine at this reduced price of $20.95 with the best offer ever made by any other concern in the world, cash or credit, and then remember you can buy it on our Easy Way to Pay Credit Plan which is known all over the United States as the great, helpful plan whereby every customer is wonderfully benefitted and aided so that no matter what happens the home is protected, and in case of death of the head of the family one of the stipulations is that the dependent family is not asked or required to pay any more on their account with us, but is given a paid up receipt in full. It certainly pays to trade with the firm that gives you the most and the best for your hard- earned money and that treats you right all the time. Don't be misled by the vague promises of imitators when you can buy right from this book the very best products of the world's markets at the lowest possible factory prices and on the most generous, liberal and easy terms ever known. Every claim we make is backed by our immense home furnishing organization with a combined capital and resources of $10,000,000. We have placed $5,000 in gold in the First National Bank, of Detroit, Michigan, as a guaranty of our willingness to make good our every claim. And the fact that we have never yet been called upon to forfeit a single penny of this amount, stands as proof positive that we do satisfy every customer perfectly. Our goods are right, our prices right and our dealings satisfactory year in and year out. Our large sales permit of small profits and our great capital allows us to give you long time credit. We guarantee to give you full cash value and lowest factory prices and gladly refund any money paid down on any article that does not meet with your fullest expectations.



Guaranteed for 10 Years

and made to last a century. We warrant this machine for ten years against any imperfections, either in material or workmanship and agree to furnish, free from all charges, new parts to replace any that may prove defective during the time specified. We assure you however that you will not find need to call upon us for repairs if you get this perfect Edison "D" for it is so constructed that it will easily last a hundred years and give perfect satisfaction for the entire period. Shipping weight, 130 lbs.

Our reduced price - - - $20.95

TERMS: $3.00 Cash; $1.50 a Month.

EDISON "E" $22.75

Automatic Lift, Drop Head, High Arm, Ball-Bearing, Easy Running Sewing Machine

Our Former Price Was $25.00 Our Price Now---

The Above Picture Shows How This Edison "E" Looks When Closed

The great reputation of the Edison, the liberal terms on which we offer it, the absolute guarantee given, the sensationally low factory price quoted and the 30 days free trial combine to make this offer the most popular one ever made by any reliable concern in the world. When you buy a Sewing Machine of the People's Outfitting Company, the largest home furnishing concern in the world,—you are fully protected against the slippery methods adopted by agents or the exaggerated claims of firms who sell common stenciled machines—you are protected by our $5000 gold guarantee bond, the conditions of which bind us to give you the squarest of square deals—you are protected by our confidential easy way to pay plan, which gives you all the time you want to pay for anything you buy without charging you anything for interest and without asking for any security. You are protected by the name Edison which stands for Sewing Machine perfection.

Many important Improvements have been made in this wonderful machine during the past year. The price has been reduced while it's efficiency has been increased.

We Guarantee Safe Delivery We ship goods more promptly than any other credit home-furnishing concern in the world; guarantee safe delivery, and agree to return your money if you say so. It's easy to buy a machine the "People's way" because we trust you and give you the lowest factory prices on the finest and best sewing machines made.

The World Famed Edison Edison Sewing Machines are duly famous because their mechanical construction, sewing mechanism, wearing quality and simplicity of operation are unequaled even by the highest priced machines made. This grand model "E" Edison sewing machine as pictured on this page has every known improvement and we guarantee it to run easier and give far better service than any other machine ever offered at this price.

Full High Arm Head With vibrating self-threading cylinder Shuttle, Doudle Thread Edison Lock Stitch, Improved flat Upper Tension with thread Liberator, Self-Setting Needle. Automatic Bobbin Winder, Positive Fore-Motion Feed that works on both sides of the needle, stitch regulator allowing adjustment of 6 to 32 stitches to the inch.

Full Ball Bearings in stand; Ball-Bearing Steel Pitman, Anti-Friction Treadle, Oil Receptacles in Treadle Rod, Anti-Friction Casters, High-grade Enameled Stand with convenient foot rest.

Automatic Chain Lift Colonial Style, Drop Cabinet, Finest quarter-sawed oak with Piano-finish, Automatic Apron front, long wide leaf handsomely carved drawer fronts with fancy brass drawer pulls.

Complete Set of Attachments Free

We are the only concern in existence that gives, free of charge, in addition to the regular accessories, a complete set of the highest grade of attachments made. There is a great difference in attachments. They must be of the right kind and made of the proper material to insure perfect work. The attachments given free with this machine include a complete set of the best steel, nickel plated attachments enclosed in a beautiful metal box nicely. Japanned, decorated with gold and lined with velvet. The attachments given with the average machine are of little utility because they are not improved so as to do the work accurately and easily. The improved patented attachments included with this marvelous Edison model "E" machine are the very highest of high grade in every point of workmanship material and finish and are guaranteed to be the most simple and easiest to use of all the attachments that were ever invented. You will find these attachments illustrated enumerated and described on another page.

Accessories We furnish the machine complete with all accessories free of charge. They comprise one dozen needles, one oil can filled with oil, one gauge and gauge screw, six bobbins, one screw driver, one hemmer foot which is also a feller, a quilter and one illustrated instruction book printed in English, German, French, Spanish and Scandinavian.

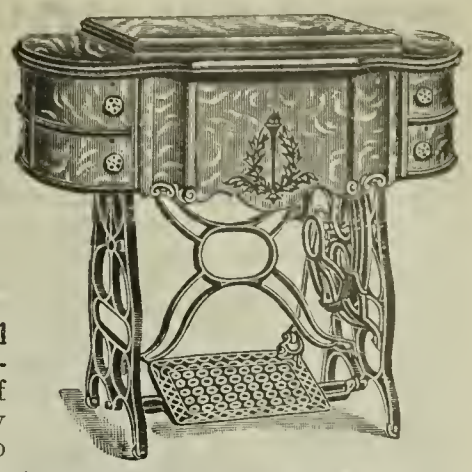
The Cabinet This is an "art-style" cabinet of a very rich type and unusual beauty. The general outline is graceful and pleasing to the eye. It is made of a fine grade quarter sawed oak, with a flaky appearance. and is highly polished. The drawers, five in number, as well as the top apron are elaborately carved. The drawers have locks and are fitted with nickel pulls. To open the machine turn the leaf to the left; it raises the head automatically to sewing position, flush with table top, also automatically lifts the apron out of the way so as to give ample leg room. To close the machine; turn the leaf over to the right and the head drops into a receptacle, out of the way and the apron drops down again to position. This automatic chain is very simple and cannot get out of order. **Shipping Weight, 130 lbs.**

$3.50 Cash is all you need pay—the balance you settle the "Easy Way". Send us your order for this magnificient Model "E" Edison Sewing Machine together with $3.50 and we will ship the machine to your station. You take it home and use it for a month on trial. If you are satisfied, keep it and send us $1.75 each month until it is paid for. If you are not satisfied, just ship it back to us and we will return your money and forget the incident. There is small chance of your returning this wonderfully improved Edison machine after you have seen it and used it, because it is the easiest operated and lightest running machine on the market and it will not take you long after you have tried sewing with it to decide to keep it. It is a most remarkable bargain at our greatly reduced price.

Freight Rates We are distributors for the two largest sewing machine manufacturers in the world and these machines are shipped direct from the factory to you so that you are not only saving all profits of agent and dealer but you are saving all extra freight such as shipping from factory to jobber, jobber to retailer and retailer to customer. No matter what firm you buy of you must directly or indirectly pay the freigh. And when you buy of the People's Outfitting Company, you pay the least possible amount for freight. The freight rates from Detroit, Michigan. are as low as they are from Chicago. or any other city in the United States and in many cases lower. From every standpoint you are serving your own best interests when you buy the Model "E" Edison Sewing Machine.

Our Reduced Price (terms $3.50 cash, $1.75 monthly) . . **$22.75**

$25.50 EDISON "F" Sewing Machine



The Above Picture Shows How The Edison "F" Looks When Closed

Edison Advantages The wonderful improvements which are embodied exclusively in the Edison Machines should not be lost sight of by the prospective purchaser. Most sewing machines, including many of the well know makes and all of the machines sold at cheap prices by other mail order houses retain the old time complex construction, employing many connecting rods, bars, springs, cushions, cogs and other complicated operating parts, all of which decrease the speed and accuracy of the machine and make it difficult to operate and easy to get out of order. These disadvantages are overcome in the **Edison** which has world-wide reputation of being the standard of perfection and simplicity. It's the little preplexing things that make sewing work unpleasant—the little mishaps to the machine, sometimes this and sometimes that part getting out of order just when you don't want anything to happen—it's these inconveniences that are overcome by the Edison. It's all because of the wonderful improved and simplified mechanism of the Edison that it runs so easily and noiselessly and stands so much hard usage yet keeps in perfect condition. Many important improvements have been added to to this famous Model "F" Edison sewing machine during the past year, and, contrary to the customary rule, instead of increasing the price we have reduced it. We are the largest distributors of high grade sewing machines in the world and the only mail order concern in existence selling high grade sewing machines of standard make and reputation at factory prices. Do not compare this wonderful Edison "F" with the cheap stencil machines catalogued by most all other houses. The Edison in Standard. It is perfectly constructed of the finest material known to sewing machine building and it has a reputation to back it. It's no experiment or chance game to send for an Edison—you know what you are getting—a machine that has stood the test of time and is acknowledged by those who know it as preeminently the best sewing machine on the market, none excepted. This is the famous Model F. but the price has been reduced from $30.00 to only $25.50 It has the best sewing mechanism made, runs light and easy and is equipped with all the new exclusive Edison improvements which increase the value of the machine 50% over any other make. It has **new swell front, automatic lift, automatic locking device, drop head, ball bearing stand, frictionless needle bar, double eccentric main shaft cam, automatic bobbin winder, nickel plated stitch regulator with automatic scale nickel plated double tension, Edison positive double feed, balanced hand wheel, ball bearing steel pitman, ball bearing balance wheel, ball bearings in head, and other features making it the quietest and easiest running, best made and handsomest sewing machine for the money ever sold.**

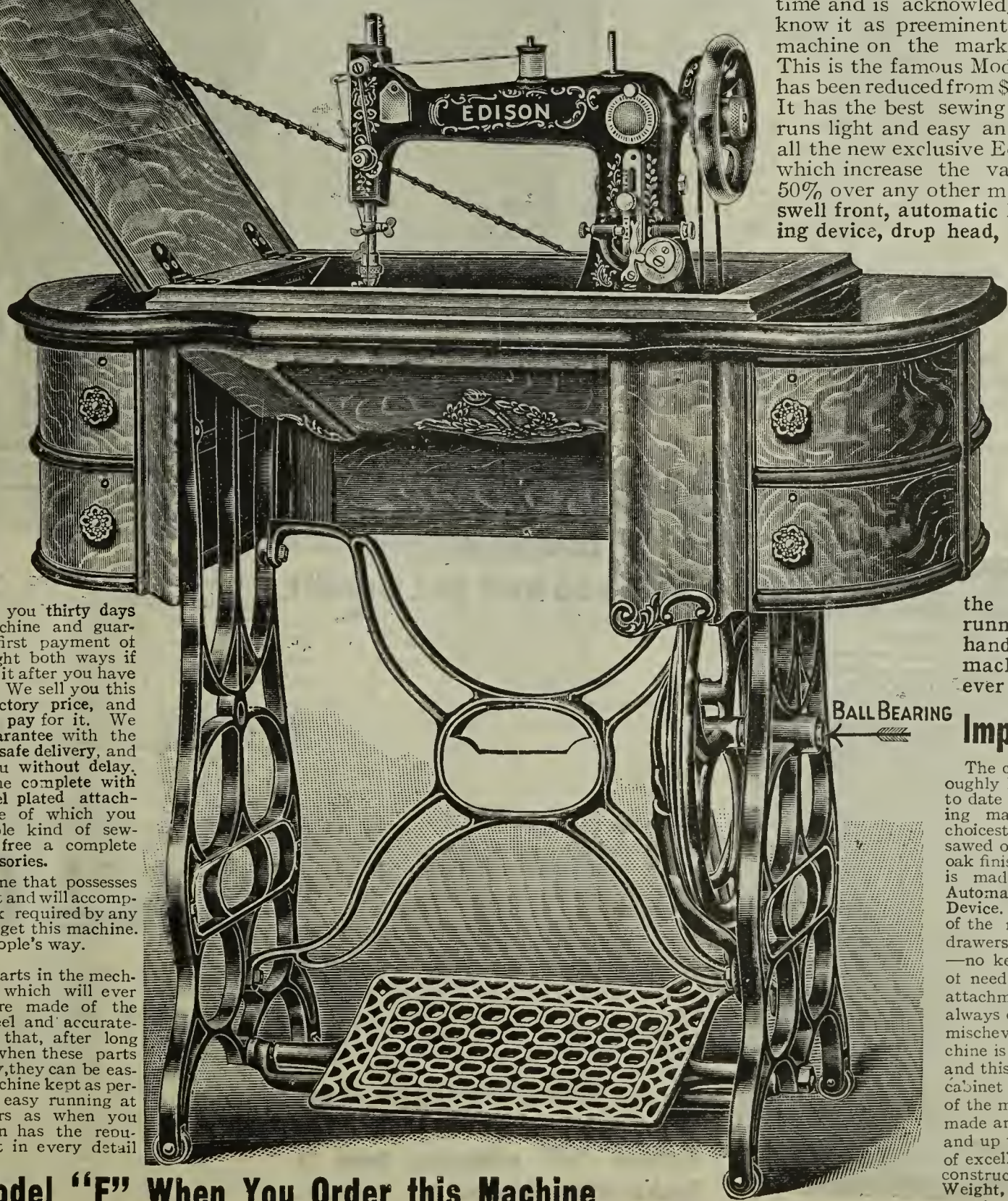
Its Easy To Pay the People's Way—

$3.50 CASH Is all you send us

we trust you for the balance. We give our customers more privileges and advantages than any other concern in the world. We give you **thirty days free trial** of this machine and guarantee to return your first payment of $3.50 and pay the freight both ways if you don't want to keep it after you have used it in your home. We sell you this machine at **lowest factory price**, and give you **over a year to pay** for it. We give you a **ten year guarantee** with the machine; we guarantee **safe delivery**, and ship the machine to you **without delay**. We furnish this machine **complete with the finest set of nickel plated attachments made** by the use of which you can do every conceivable kind of sewing. We also furnish free a complete set of high-grade **Accessories.**

If you want a machine that possesses every late improvement and will accomplish any class of work required by any family or dressmaker—get this machine. It's easy to pay the People's way.

Adjustment All parts in the mechanism which will ever require adjustment are made of the finest hardened tool steel and accurately ground and fitted so that, after long years of constant use when these parts have worn down slightly, they can be easily taken up and the machine kept as perfectly adjusted and as easy running at the end of ten years as when you bought it. The Edison has the reputation of being the best in every detail and it is the best.



Improved Cabinet

The cabinet of this, our thoroughly high grade improved, up-to date Edison, Style "F" sewing machine is made of the choicest highly figured quarter-sawed oak with beautiful golden oak finish and piano polish. It is made with our exclusive **Automatic Drawer Locking Device.** The moment the head of the machine is lowered the drawers are locked automatically—no keys—no vexatious losses of needles, bobbins, supplies—attachments and supplies are always out of the reach of little mischevious fingers. This machine is **guaranteed for ten years**, and this guarantee includes the cabinet as well as any other part of the machine. It is perfectly made and joined, is richly carved and up to the highest standard of excellence in every detail of construction and finish. **Shipping Weight, 135 lbs.**

Specify Model "F" When You Order this Machine

EDISON "G" DESK CABINET SEWING MACHINE

Completely Automatic Looks Like a Desk When Closed, Equipped with all late Edison Improvements. Price Reduced from $32 to . .

$26.95

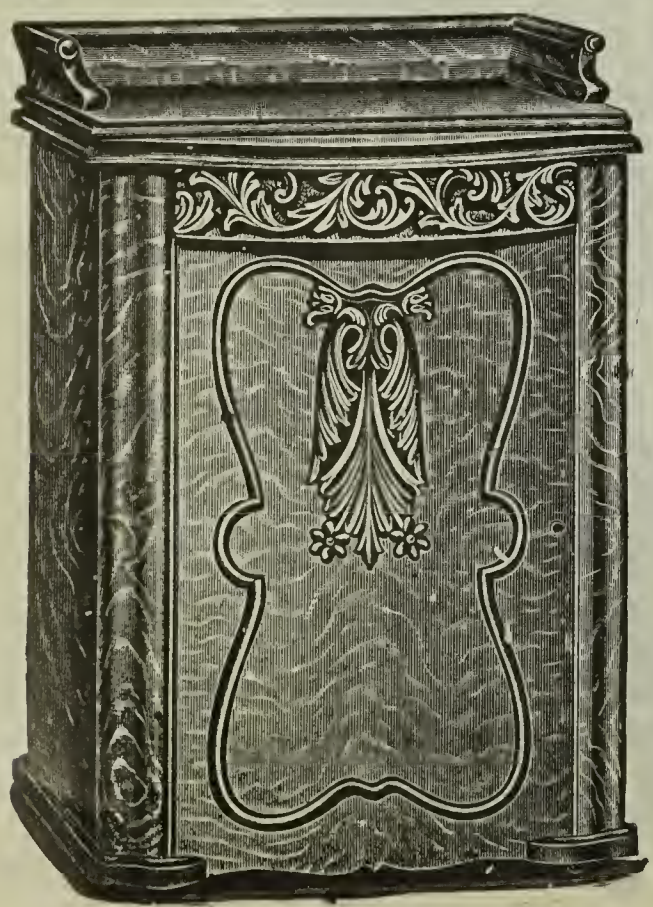
This is the well known Edison style "G" with Automatic Folding Cabinet of exclusive style and superior construction. Unlike other catalog houses we equip our cabinet machines with the very best sewing mechanism rather than to put out an over elaborate cabinet at the expense of the running parts of the machine. And we offer in this machine, not only the finest interior working mechanism but also a cabinet that is not excelled by any manufacturer of sewing machines in the world

THE CABINET is a piece of art in cabinet work, extraordinarily handsome in design and appearance, magnificently rich in equipment. It is built on a massive base with neatly carved corners, mitred into same, with solid quarter-sawed oak of selected grain used in the panels all around. In fact, the cabinet must be seen in order that its beauty can be fully appreciated, as it is almost impossible to convey an accurate idea of what a handsome cabinet it is by description. It is highly polished and finished with all the elegance of high-grade furniture made to take it's place in the home among the richest and most costly furnishings. It is mounted on rollers easily moved from place to place smoothly passing over carpet as easily as over a floor that is bare. A strong, durable desk rail surmounts the top, adding greatly to its rich appearance.

WHEN CLOSED This cabinet has every appearance of a first class, stylish writing desk, and may be used as such. In addition to the beautiful carvings, this cabinet is richly ornamented as shown in the picture. By opening the cabinet for use, the head is brough automatically in place by a practical and patent device, a lever arrangement that is not complicated by unnecessary mechanism, but easily operated with but slight resistance, the head being perfectly balanced, so as to lift up into place with ease and exactness. Ample provision is made to accommodate attachments, accessories, writing paper, etc. Each cabinet is furnished complete with lock and key, so that when the machine is not in use the door may be closed and tightly locked, securing the machine head, attachments, etc., against interference by children, and at the same time incasing all working parts where they will not accumulate dust or dirt.

SIMPLICITY OF CONSTRUCTION is a marked feature and clear advantage of this cabinet and marks it as one vastly different and far more handy and convenient than any other cabinet-style machine made.

THE GREAT EDISON WORKS where the famous Edison sewing machines are all made is the largest sewing machine plant in the world supplied with the finest automatic machinery and special patented equipment for making the very highest grade of machines.



This picture is an exact reproduction of the Genuine Edison "G" showing how it looks when closed as a desk.

Pay Less and get Credit

Our extensive system of selling home-furnishings on credit to people all over the United States has opened to us an almost limitless market for these world-famed Edison sewing machines. The manufacturers, realizing the importance of this, have made arrangements for us to assume complete control of the distribution of these machines in this country. By such a method the manufacturer saves in the cost of marketing his machines, for he no longer has to employ a sales force, as the entire output is disposed of by us direct to the users. These facts explain the reasons for the reductions in price which we have just made. The price of this machine, for example, was $32.00 but by giving our customers the advantage of every penny saved in cost of production we have reduced the price to only $26.95.

In addition to many patented and exclusive improvements not mentioned, this machine is equipped with high arm, special needle clamp, uniform needle bar, improved positive take up, perfect and accurate stitch regulator, automatic uniform bobbin winder, latest scientifically improved tension, complete ball bearings in both head and stand, perfect lathe-ground hand wheel with patent releasing device, double feed, self-threading shuttle, automatic drop head, needle guide preventing breaking of needles, lock stitch mechanism, improved presser lifter, self setting needle, thread cutter, etc. etc.

$3.75 Cash

is all you need send us to have this machine shipped to your station for you to take home and use. We give you the privilege of returning it to us at our expense, and agree to return your money if you decide you don't want the machine after using it a whole month. We give you the lowest factory price and allow you all the time you want to pay us. We guarantee safe delivery of this machine. Shipping weight, 140 pounds.

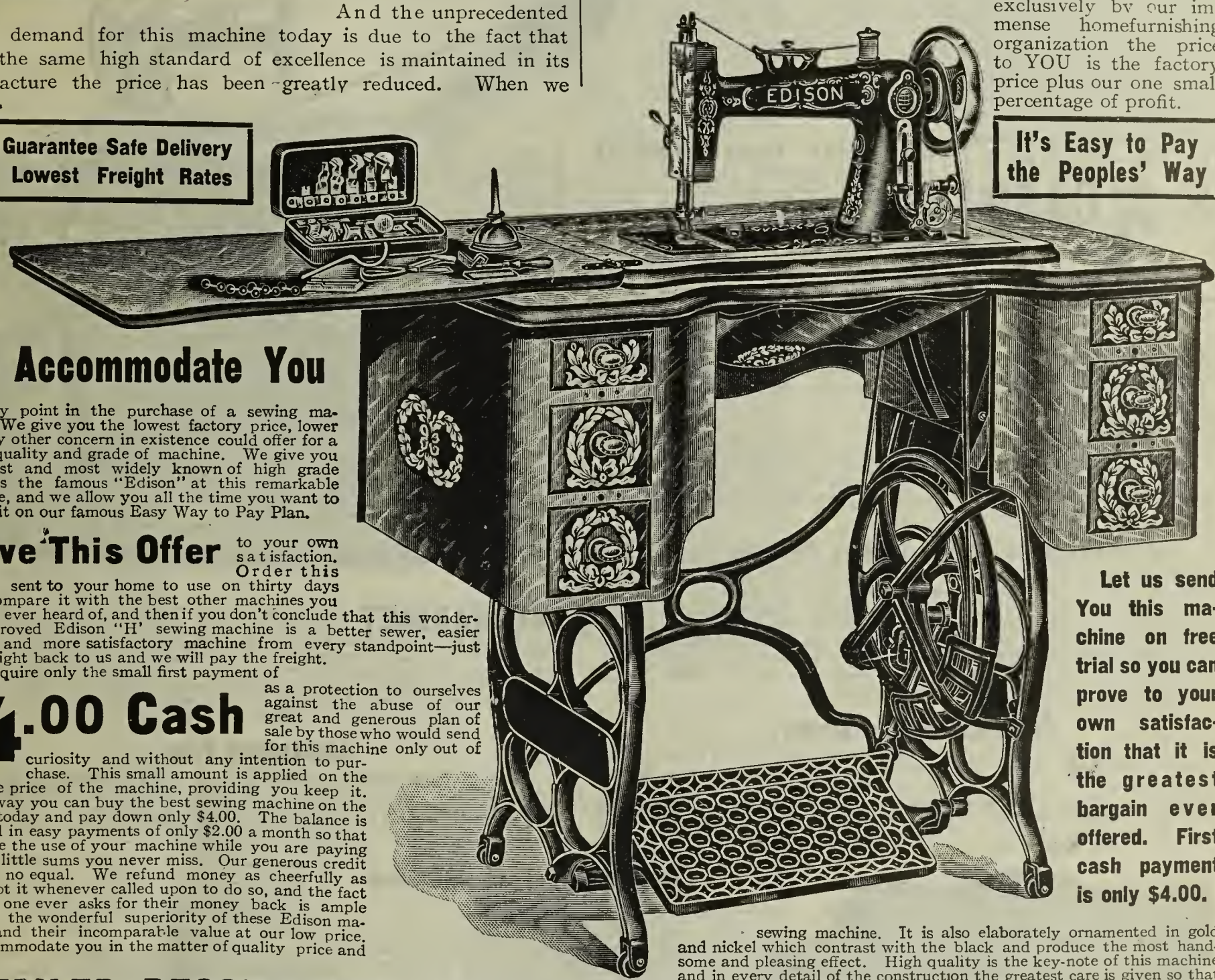
Our reduced price.....$26.95

$28.50 EDISON "H" Standard High Grade SEWING MACHINE

The unprecedented high standing of this improved Edison Model "H" sewing machine was won on merit. And the unprecedented heavy demand for this machine today is due to the fact that while the same high standard of excellence is maintained in its manufacture the price has been greatly reduced. When we started to sell Edison machines this model sold at $50, and was considered a great bargain at that price. In spite of the fact that this Edison Model "H" sewing machine has undergone more improvements and reached a point nearer to perfection than any other machine regardless of name or price, the cost of manufacture has been reduced. And now that the sale of these machines is controlled exclusively by our immense homefurnishing organization the price to YOU is the factory price plus our one small percentage of profit.

We Guarantee Safe Delivery and Lowest Freight Rates

It's Easy to Pay the Peoples' Way



IT PAYS TO GET THE BEST

We Accommodate You

on every point in the purchase of a sewing machine. We give you the lowest factory price, lower than any other concern in existence could offer for a similar quality and grade of machine. We give you the finest and most widely known of high grade machines the famous "Edison" at this remarkable low price, and we allow you all the time you want to pay for it on our famous Easy Way to Pay Plan.

Prove This Offer

to your own satisfaction. Order this machine sent to your home to use on thirty days trial—compare it with the best other machines you know or ever heard of, and then if you don't conclude that this wonderful, improved Edison "H' sewing machine is a better sewer, easier running and more satisfactory machine from every standpoint—just ship it right back to us and we will pay the freight.

We require only the small first payment of

$4.00 Cash

as a protection to ourselves against the abuse of our great and generous plan of sale by those who would send for this machine only out of curiosity and without any intention to purchase. This small amount is applied on the purchase price of the machine, providing you keep it. In this way you can buy the best sewing machine on the market today and pay down only $4.00. The balance is arranged in easy payments of only $2.00 a month so that you have the use of your machine while you are paying for it in little sums you never miss. Our generous credit plan has no equal. We refund money as cheerfully as we accept it whenever called upon to do so, and the fact that no one ever asks for their money back is ample proof of the wonderful superiority of these Edison machines and their incomparable value at our low price. We accommodate you in the matter of quality price and terms.

Let us send You this machine on free trial so you can prove to your own satisfaction that it is the greatest bargain ever offered. First cash payment is only $4.00.

DETAILED DESCRIPTION

THE HEAD, which contains the main part of the mechanism of the entire machine is constructed along entirely new and improved lines embodying features never before included in any sewing machine head. It has an extra high arm and unusually strong operating parts, fitting it not only for household work, but also for the use of dressmakers and tailors who require a sewing machine of the highest grade capable of doing the greatest range of work, from extremely heavy to extremely light and both fancy and simple sewing. It is so well made that it will stand the wear and tear of hard and constant usuage, and it will do perfect work with all grades of cotton and silk thread. It never breaks the thread as do many machines when turned in the wrong direction. It is unnecessary to enumerate the different parts comprising the mechanism of the Edison Model "H" Head as these parts are all explained on the introductory pages to this department, but we do want to say that in addition to being the most perfect and improved head ever placed on a sewing machine cabinet, it is also the most handsome in appearance being richly enameled in black enamel of several coats, each coat being hand rubbed and smoothed before the next coat is applied thus giving to the finished head a permanent lustre seldom seen on a sewing machine. It is also elaborately ornamented in gold and nickel which contrast with the black and produce the most handsome and pleasing effect. High quality is the key-note of this machine and in every detail of the construction the greatest care is given so that the finished machine represents a model of perfection.

This Picture Shows the Edison "H" As It Appears When Closed

Do not confuse a thoroughly high grade full ball-bearing machine like this magnificent Edison "H" shown here, with the common roller-bearing machines offered at various prices. Edison full ball-bearing machines stand in a class with a few other high grade machines of wide reputation, and the only difference now between the Edison and the best other machine you would name is that the Edison is more improved and at the same time much lower in price. There is no $50 machine on the market today that has all the improved features contained in the Edison.

THE CABINET

of this Edison "H" sewing machine is of the most improved type having the automatic lift device so arranged that by raising the top or lid the head is automatically lowered within the machine and tightly encased, away from dust and dirt. The cabinet is made throughout of the finest quarter-sawed oak of beautiful grain and is finished to a high polish equal to the finish on the finest piano. The oak is thoroughly air-seasoned and kiln-dried before it is made into the cabinet, to prevent possible warping or checking and the finished cabinet with its beautiful carvings and rich golden finish is an ornament to any home. **Shipping Weight, 140 lbs.**

Our Guarantee

We warrant this machine for a period of ten years during which time we guarantee to replace any part or parts free of charge, that may be required because of any possible fault in material or workmanship.

The terms of our guarantee are the most liberal ever given with a sewing machine. We know these wonderful Edison machines and have proved that they will stand every test and are satisfied therefore to make our terms of guarantee as much more liberal than all others as our machines are superior.

Our reduced price on this our Improved genuine Edison Model "H" sewing machine is **$28.50**

TERMS, $4.00 Cash, balance $2.00 a month.

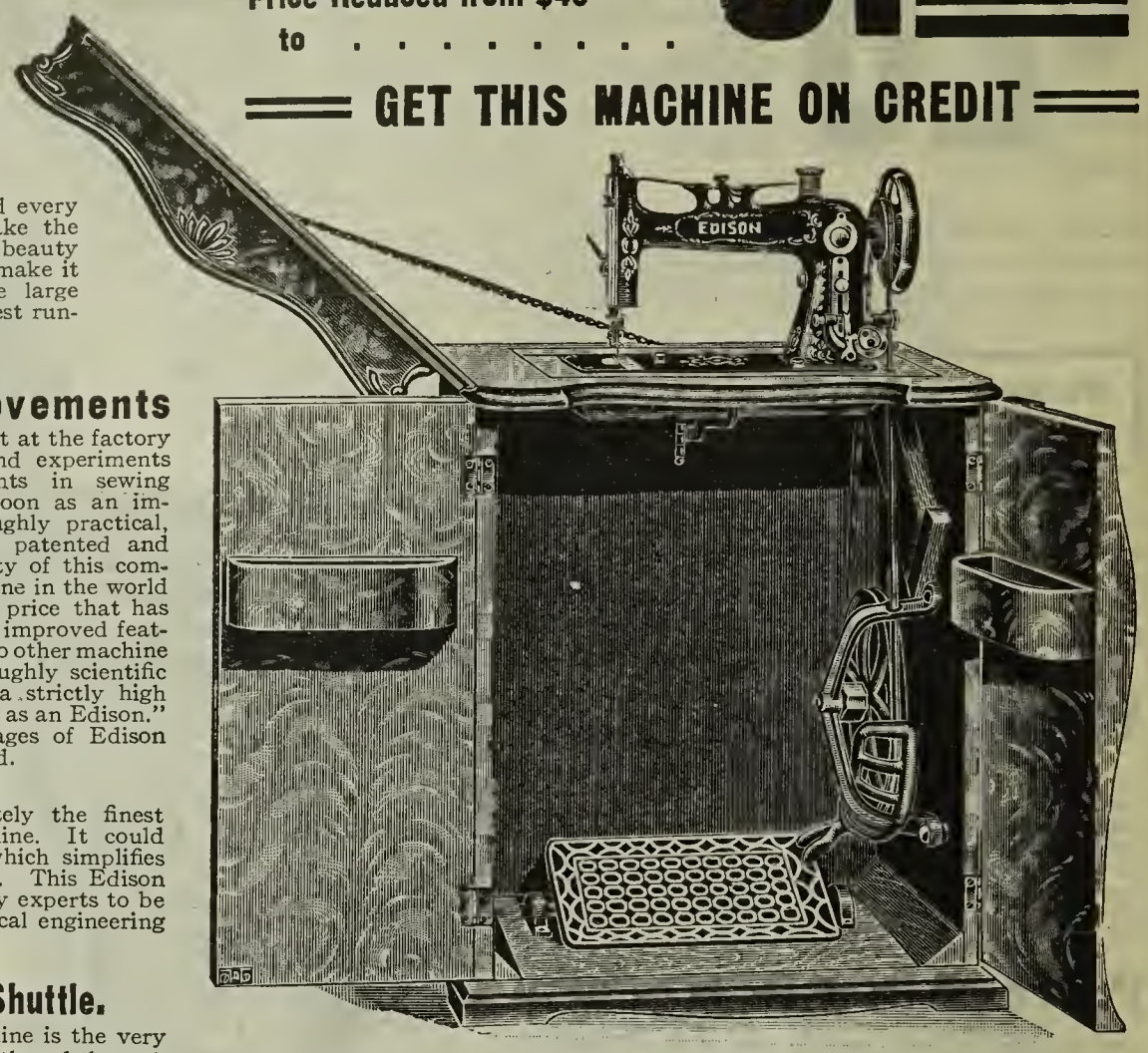
EDISON "I" Sewing Machine

The Best, Most Improved and Highest Grade Cabinet Sewing Machine Made. Price Reduced from $40 to . . . . . .

$31.25

GET THIS MACHINE ON CREDIT

There is an equally heavy demand for this machine as for our lowest priced Edison. When you buy an Edison you are getting full value received, and if the price is more on one than on another, it is because the actual cost of production is proportionately higher. This model "I" Automatic Lift Two Door Desk, Ball Bearing Cabinet Sewing Machine is positively the best machine ever sold at any price and has numerous advantages over other high grade makes that are sold at from $40 to $60, because of the wonderful Edison improvements. You are therefore getting a regular $60 sewing machine as far as the quality and perfectness of each and every part is concerned, in addition to new improvements which make the Edison so much lighter and easier to operate. The elegance and beauty combined with the strength and lasting qualities of this machine make it one of great popularity with dressmakers and people who have large quantities of sewing to be done and who want the very best, easiest running and handsomest machine to be found.



OUR TERMS
$5 CASH
BALANCE $2.50 Monthly

Exclusive Improvements

Thousands of dollars are spent at the factory each year in making tests and experiments which lead to improvements in sewing machine construction. As soon as an improvement is found thoroughly practical, after exhaustive tests, it is patented and becomes the exclusive property of this company. And there is no machine in the world today regardless of name or price that has anything to compare with the improved features of the Edison. There is no other machine that runs so easy, works so positively and is made on such thoroughly scientific principles. Even our competitors will grant that the Edison is a strictly high grade machine, and in fact often quote their machines to be "as good as an Edison." No stronger evidence of the high qualities and superior advantages of Edison machines could be given than this very fact that they are imitated.

THE HEAD furnished with this superb cabinet is absolutely the finest sewing machine head ever placed in a machine. It could not be made better, for it contains every Edison improvement which simplifies its running mechanism to a point not reached by any other make. This Edison "I" Head is the pride of the great Edison plant and is considered by experts to be the most perfect example of the greatest achievements of mechanical engineering as applied to sewing machines.

Latest Improved Spring Tension Cylinder Shuttle.

The Schuttle used with our improved Edison Model "I" machine is the very best on the market. It is positively self threading, with no hole to thread through and no latch to open. You simply hold the shuttle in one hand, and guide the thread with the other. Two simple movements of the hand, backward and forward, and the shuttle is threaded ready for use. It is made of the finest steel tempered for wearing qualities, smoothly finished and tension regulated by a carefully tempered spring. The opening is extra large, with ample provision for the nsertion of an extra large bobbin, filled with thread.

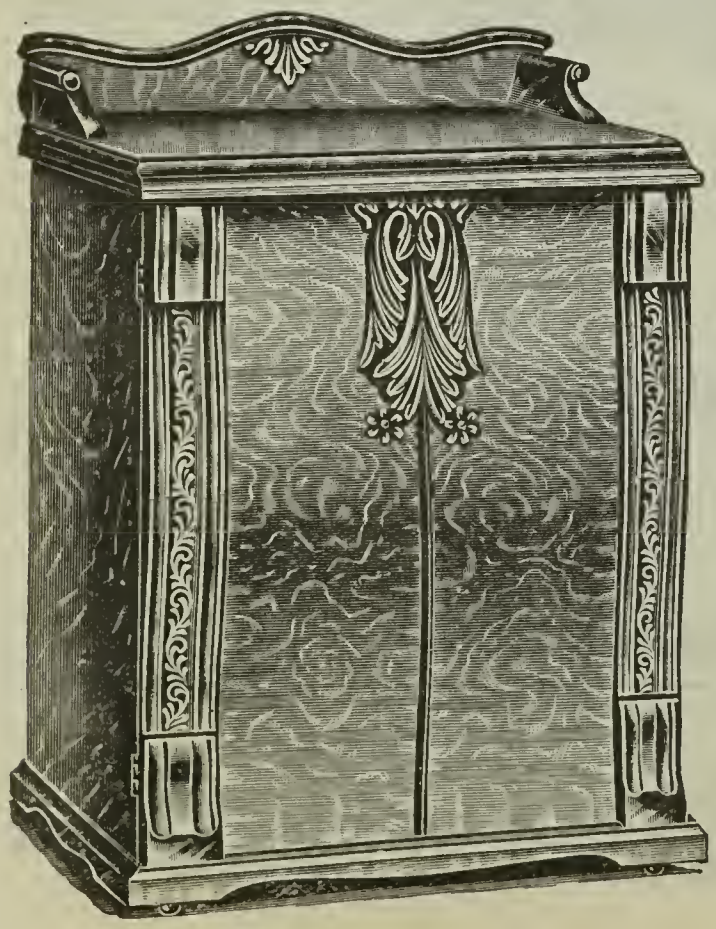
Automatic Bobbin Winder.

This machine has the latest improved Edison automatic Bobbin Winder, which permits of winding the bobbin without running the machine or interfering with the goods being sewed. It is unnecessary to unthread the machine or disarrange the work in the least when winding the bobbin; a point certainly worth considering. The device is so simple that a child may operate it with ease. It winds the thread on the bobbin systematically, evenly and as regularly as on the spool.

THE CABINET This Model "I" Edison machine has the most complete and strongest built desk cabinet ever constructed. It is of magnificent art-style design, looks just like a writing desk when closed, and is made of the choicest quarter-sawed oak with piano finish. No finer piece of furniture ever graced the sewing room of the most palatial mansion than this our beautiful Model "I" cabinet. The illustration gives only a general idea of this superior cabinet—to appreciate the surpassing excellence of the design, the wood, the carving and the finish you must see the cabinet itself.

Accessories Free.

We furnish the Machine complete with all the accessories **Free of Charge** These include, one oil can with oil, one gauge and gauge screw, five bobbins, one combination screw driver, one hemmer, package of needles, and one complete instruction book printed in **English, German, French, Spanish and Scandinavian.**



Attachments Free with Each Machine.

In addition to the regular accessories, we furnish a complete set of attachments enclosed in a beautiful metal box, nicely japanned and decorated in gold and lined with velvet. These attachments are as illustrated and described in the introductory pages of this department.

Ten Year Guarantee.

We guarantee each machine for TEN YEARS, and should it, with proper care and use, prove defective in material and workmanship within that time, we hereby agree to duplicate any part on return of same, or, if necessary, will re-adjust any defective machine **Free of Charge.** Our ten year guarantee is backed up by our $5,000.00 gold bond, and by all the resources of our $10,000,000 capital and resources. If your machine is an Edison you are assured that it can be supplied with any extra part or parts at any time in the years to come, a point well worth considering when buying a sewing machine. With ordinary care this machine will practically never wear out, and even such parts as do receive a certain amount of wear from constant use, can be replaced at almost no expense.

THIS VIEW OF OUR EDISON "I" SEWING MACHINE SHOWS HOW IT LOOKS WHEN CLOSED AS A DESK

OUR PRESIDENT SAID "I have the Edison Model 'I' sewing machine in my own home, and I have questioned every dressmaker who has ever operated it, regarding the various points of its construction, to learn, if possible, of any feature of this machine which could be improved upon; and from the evidence thus gathered I know I am safe in declaring it to be the most perfect machine ever marketed."

We have thousands of letters on file which have been received from purchasers of Edison machines and the consensus of opinion is that the Edison improvements make a world of difference in the work of sewing and take away all of the trying incidents which occur to the average operator of the average machine.

Improved Edison Model "I" Sewing Machine, shipping weight, 135 pounds.

OUR REDUCED PRICE $31.25

Terms: $5.00 cash, balance $2.50 a month

ART-STYLE FOLDING SCREENS

At 50c to $5.35 we show seven greatest screen bargains ever offered.

A Handy Household Article

A screen can be put to so many useful purposes that no home should be without one or more. For example in case of sickness screens are used in innumerable ways. They are universally used in hospitals. They are placed around the sick bed to exclude the light; they can be placed in front of an open window to lessen the direct draught, thus avoiding the necesity of closing the window, and numerous other ways. Where two beds are placed close together, place a screen between them and the sleepers will not breathe into each other's faces. Above all they are essential where privacy is wanted. Indeed, the uses to which a screen can be put suggest themselves so rapidly that it would take more space than we have at our disposal to describe them.

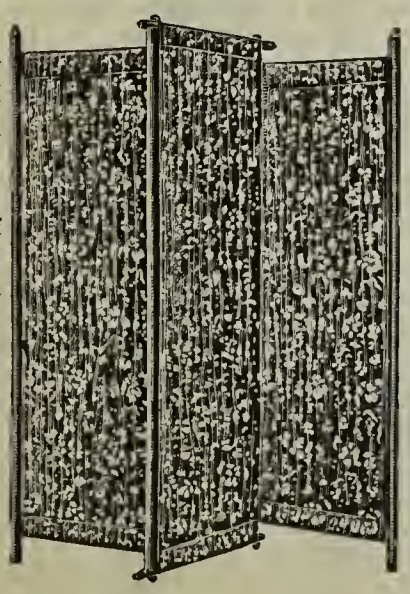
Include a Screen in your order.

A Handy Fire Screen, 50c.

35E-976. This pretty Fire Screen stands 36½ inches high and measures 21 inches in width. It is filled with good quality pongee silk and is well adapted for placing in front of the fire place or heater. The framework is made of oak, nicely finished. It sells for 75c to $1.00 in the local stores or by other mail order concerns. Shipping weight 7 pounds.

Our price.....50c

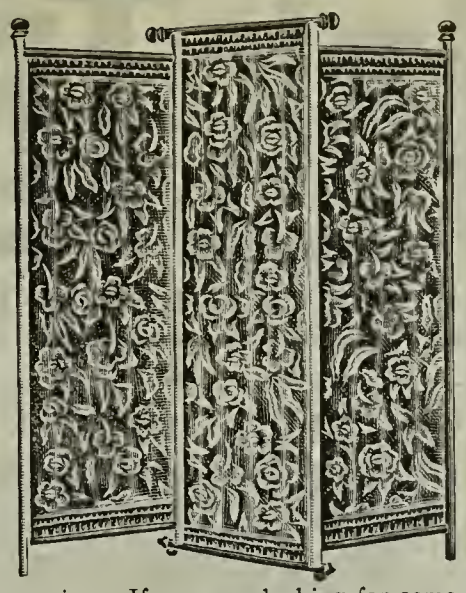
Three-Panel Screen, Only 95c.



35E-977. An excellent filled screen measuring 62 inches in height, and 53 inches in width. The frame work is constructed of golden oak, and is filled with an extra grade of pongee silk which makes a very pretty effect. You cannot get a screen like this for less than $1.25 elsewhere. A great bargain at our figure. Shipping weight, 10 pounds.

Our price,.....95c

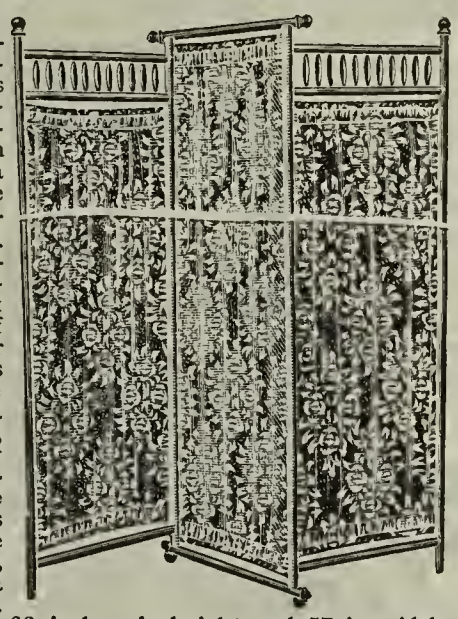
This Will Please You at $1.35



35E-978. This is a decidedly handsome folding screen. It is made of well turned, choice oak, with a golden finish. It measures 57 inches in width and 62 inches in height. Filled with choice pongee silk, which is shirred on a flat rod to prevent the goods from sagging. If you are looking for something substantial as well as pretty at a very low figure you will be pleased with this. Shipping weight, 12 pounds.

Our price.....$1.35

A Fancy Art-Style Design, $2.25



35E-979. This three-section Folding Screen is of an exceedingly handsome design and built in a most durable and substantial manner. Note particularly the dainty grill work at the top of the two outer sections which are filled with a high grade, beautifully figured pongee silk. The frame work is made of the choicest oak, finished to a rich golden. It measures 66 inches in height and 57 in width. This is your local dealer's $3.50 value and it cannot be purchased from any other mail order house for less than $3. This is a money-saving bargain. Shipping weight, 14 pounds.

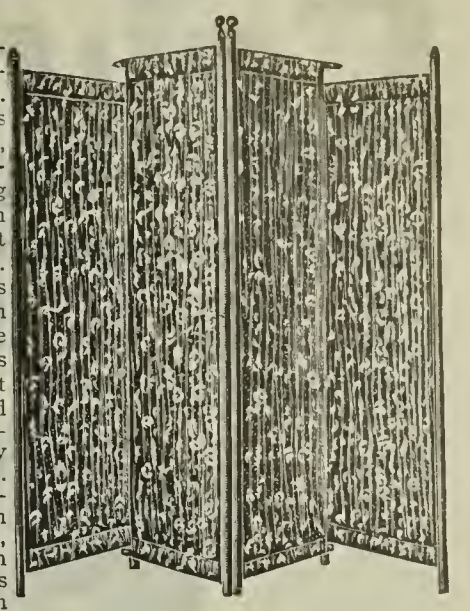
Our price.....$2.25

A Good $5.00 Value Only $2.75

35E-980. Take note of the particularly pretty top of this splendid Folding Screen. The framework is made of the best oak with a rich golden finish. Each piece is hand turned and neatly designed. The three sections are securely attached to one another and they swing very easily. It is filled with choice pongee silk in such a manner as to prevent sagging. It measures 66 inches high and 57 inches wide. This is one of the most popular screens on the market and its low price will prove an incentive for an early order. Shipping weight, 15 pounds.

Our price.....$2.75

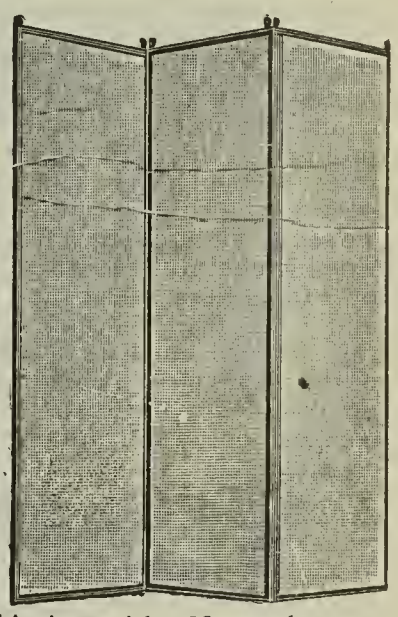
Four-Panel Screen, Only $2.95



35E-981. Here is a winner in a Folding Screen. It is just as illustrated, with four sections, giving it a full width measurement of 73 inches. It measures 64 inches in height. The framework is strongly put together and is hand turned of a very pretty design. Can be furnished in golden oak, with a polish finish. It is filled with non-sagging pongee silk of a very handsome pattern in varied colors. This combines utility and beauty at a price that is startling for its lowness. Shipping weight, 18 pounds.

Our price.....$2.95

Art-Burlap Screen, $4.85



35E-111. Here is a splendid Screen. It is solidly constructed and stands firmly upon the floor—no danger of it falling over. It has three panels, measures 66 inches in height and each measures 19 inches wide or 57 inches in all. The frame is made of choice hardwood finished golden, or, if desired, mahogany finish can be furnished. Though of a plain design this screen is extremely popular on account of its solid construction and Art-Burlap filling. Shipping weight, 30 pounds.

Our price, (75c cash; 50c monthly).....$4.85

Our Best Art-Style "Crispene" Screen, $5.35

35E-112. This three-panel Screen is the best made and most substantial ever offered for less than $10. It is of a design and style new for the season and as we have taken over the factory's entire out-put of this special number at a special figure, we are able to offer it at a slight margin above cost of manufacture. It has three stout panels filled with high grade art-crispene. the best screen filling made. This screen measures 54 inches high and 54 inches wide. Frame is furnished in golden finish only Shipping weight, 30 pounds.

Our price, (75c cash; 50c monthly).....$5.35

We trust you because we know that our great bargains and our generous credit terms will make it a simple matter for you to meet your small payments. Remember--It's Easy to Pay--the People's Way

Solid Oak Table $14.95

THE KING OF PEDESTAL EXTENSION TABLE BARGAINS

Low Price Explained

No. 38L-120. Because no other concern in the world ever offered a dining table of this description at such a sensationally low price, we feel it necessary to explain how we can afford to do it. In the first place, we have under our control the largest and best equipped table factory in the state. We save you all the profits of the jobber and retailer. We sell direct to you at cost prices plus our one percentage of profit. Your home merchant has to charge you a higher price, including his profits and the wholesaler's profits on top of the factory price. Michigan is the greatest furniture producing state in the Union; and we are located in Detroit, where we save freight charges from factory to warehouse. The big chain of factories represents a capital of over ten million dollars and their output is so great and their facilities for turning out high grade furniture so much in advance of the average that we can and do completely out-distance all competition, when quality is considered.

A Gold Guarantee

We sell only such goods as we can honestly recommend and when we tell you this is the greatest table bargain on earth we want you to remember that we stand back of this statement with our $5,000.00 gold certificate, which goes with every article we sell.

It is a Solid Oak Table

of the highest quality and the very latest and most approved design. It is fine enough to match the best furnishings of the most elegantly furnished dining room, yet we offer it at a price so low and on terms so easy that dwellers in modest cottages can well afford to purchase. It is a table so strongly constructed that it will give generations of service and the finish is unexcelled, even in the higher priced tables. We ship this wonderful table under the most liberal terms, allowing you to decide for yourself regarding its merits. You need send only the first cash payment, which is $2.00. The table will then be sent to you; if it does not fulfil our every claim, you can return the shipment at our expense and we will refund your money.

The Carving

Quality rather than quantity is the remarkable feature of the carving on this magnificent table and a close examination will show how perfectly it has been executed.

The Design

This is one of our beautiful and genuine "Gold Medal Brand" tables, which excel all other lines in style, workmanship, finish and material. It is human nature to search for a beautiful design, as well as a bargain in price, and you need look no further for the best table value ever presented.

The Dimensions

This table is of standard measurements and when extended is six feet long, giving ample room to accomodate a good sized family. When closed, as shown in the picture, this table measures 42 inches across and is perfectly round. The massive and beautifully carved pedestal, with its graceful lines is a pillar, of great strength supporting the main weight of the table. The heavy legs are of appropriate proportions and terminate in richly carved claw feet.

$2 Cash

Balance $1.00 Per Month

The Construction

In the making of this dining table we use only the choicest oak lumber. Each piece that enters into the make-up of one of these tables is thoroughly seasoned and kiln-dried, and the beautiful polish finish is of the most lasting and perfect quality. Plenty of time is given for each coat of varnish to dry, so there will be no chance for it to crack, peel or get rough—a fault which "Gold Medal Brand" furniture is proof against. The construction of this table is the best that modern machinery and skilled workmen can produce. Every piece, no matter how small, is thoroughly well-made, inspected and carefully fitted—thus every detail in the construction is given the utmost care so as to insure a finished product that will withstand the closest inspection and most critical examination.

How Much You Save

We realize clearly that this table is actually better than thousands that are retailed for $25.00, and that's why we emphasize so strongly to you the importance of this rare bargain special at our reduced price.

Beware of Imitations

Our fine "Gold Medal Brand" furniture has a world-wide reputation and is often copied by factories supplying regular mail-order houses and country dealers. Anyone would know the difference between genuine Gold Medal Brand furniture and the imitation by seeing both kinds together, but many people are often deceived by a similarity in pictures. That's why we warn you not to be misled by pictures of goods represented to be "the same" or "just as good" as Gold Medal Brand. You know good quality when you see it—and we invite comparison. We would have you order this magnficent Gold Medal Brand table, take it into your home and use it and compare it with goods you have bought elsewhere, then you will appreciate the magnificence of the genuine and will be able to see for yourself what a wonderful improvement even one piece of real Gold Medal Brand furniture will make in the appearance of the whole room. It's hard to describe that peculiar grandeur and consummate perfection which distinguish Gold Medal Brand goods—it's hard to express in words the shimmering beauty of a piece of polished Gold Medal Brand furniture.

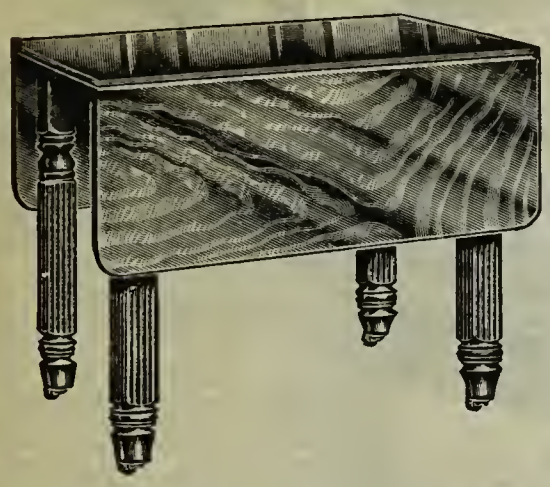
It Sets Off a Whole Room

full of ordinary fixings and improves the entire appearance of of the surroundings. Your home is where you spend your life. Your dining room is the most conspicuous room in the whole house. This beautiful table standing in the center of your dining room will change the appearance of the whole room. The terms on this table are very easy. A whole year is given the purchaser to settle his bill. In this way the amount is scattered over so many months that any single monthly payment is so small that it will not be felt. This company will deal with you fairly and give you all the time you want to pay for what you buy. It's easy to Pay the People's way. Send your order to-day.

No. 38L-120. Size 42x42 inches. Terms $2.00 cash, balance $1.00 per month. Our Reduced Price..... $14.95

OUR BARGAIN DINING TABLES

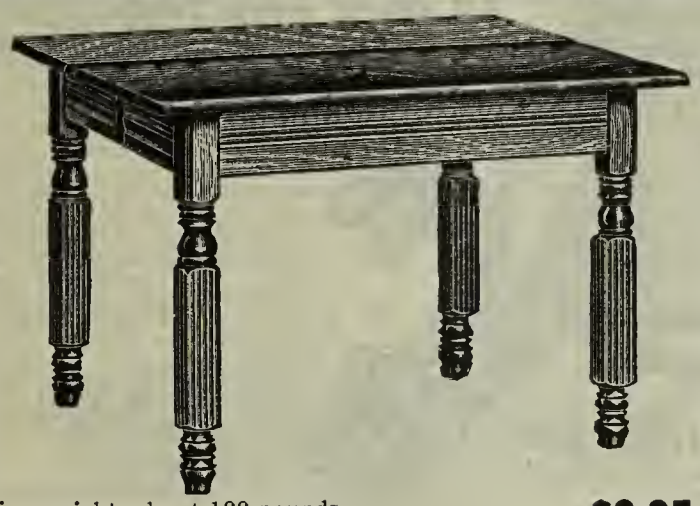
Our New and Reduced Price, $2.95



38F-100. Here is a remarkably fine table—serviceable, well made and nicely finished. Particularly well adapted to homes where economy of space is an important factor in the daily routine. Has drop leaves which, when open, give a table that may be used for dining purposes, measuring 36x48 inches. When closed, top measures 21x36 inches, thus adapting it also for kitchen usage. Frame is made from select hardwood, golden. Has a white wood top, finished natural. Fluted, hand turned legs are bolted and mortised to the strong frame, making a table that will withstand generations of service. This is one of our great values. Shipping weight, 90 pounds.

Our reduced price.....**$2.95**

$3.85 is the Reduced Price of this Oak Table



38F-101. Considering the price, this is a good value in an Extension Dining Table. We show it in our catalogue in order to accomodate a certain class of trade, but we cannot recommend it for everlasting service. It measures 30x42 inches and can be extended to 5 feet. Constructed throughout of solid oak wood, highly finished massive, fluted, 2½ inch legs are made with bolted fastenings and furnished with complete set of casters. Shipping weight, about 100 pounds.

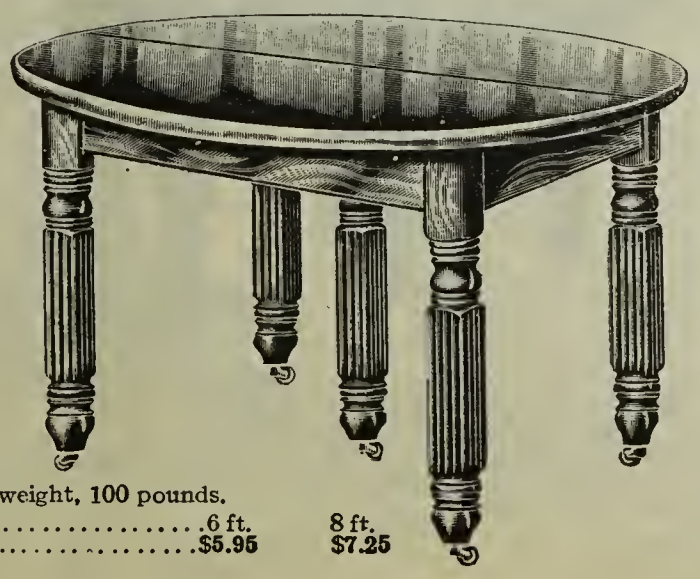
Our reduced price.....**$3.85**

75c or $1 Cash and 50c a Month are the Terms

38F-102. This solid oak extension dining table is furnished in 2 sizes. In the 5 ft. size it has a 30x42 inch top when closed and in the 6 ft. size the top measures 42x42 inches when closed, and is fitted with full box rim. There are five legs, very heavy and handsomely fluted. Fitted with easy running casters. Extra well made throughout. Shipping weight, 150 pounds.

Size.....	5 ft.	6 ft.
Our reduced price.....	$5.65	$6.95

Terms: 75c or $1.00 Cash, 50c Monthly



38F-103. "Dependabiltiy" is the keynote of this handsome extension Dining Table. You will be delighted with its deep frame, heavy top and the three-inch fluted legs, making in all a table far superior to anything of equal price elsewhere. It is made of solid oak, royal gloss finish. The top when closed, measures 42x48 in., the same is nicely beveled with well rounded corners. Can be furnished in two sizes. Shipping weight, 100 pounds.

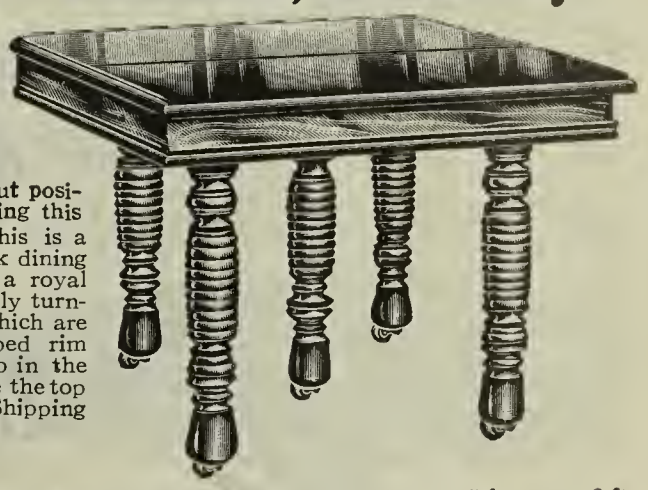
Size.....	6 ft.	8 ft.
Our reduced price.....	$5.95	$7.25

Solid Oak Table. $1.00 Cash, 50c Monthly

38F-104. The great purchasing power of our immense organization is again shown in this striking value. It is not always easy to distinguish between the quality of articles by pictures, but when you buy from this house you know that our word is as good as our bond and that our double binding guarantee goes with every purchase. This table is made of genuine, solid oak, and stands on five heavy, fluted, 3-inch legs, bolted to the massive 42-inch square top and heavy frame. Observe carefully the stout stretchers which bind the legs, insuring a table of the greatest stability. Shipping weight, 160 lbs.

Size.....	6 ft.	8 ft.	10 ft.	12 ft.
Our reduced price.....	$6.69	$7.95	$8.75	$10.50

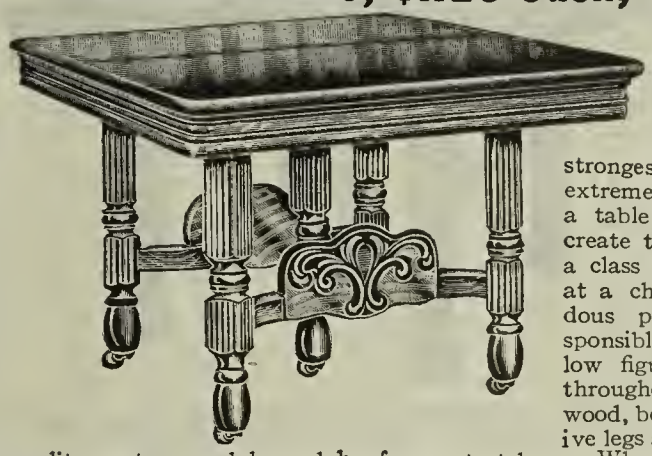
New Design. $1.00 Cash, 50c Monthly



38F-105. This elegant, deep rim, oak extension Dining Table stands in a class by itself. There may be lower grade tables sold by others at an equal figure, or, there may be tables of an equal quality sold at a greater figure, but positively, never a table equaling this at our special price. This is a most solidly built solid oak dining table, nicely finished in a royal gloss. Note the handsomely turned legs, size 3½ inches, which are firmly bolted to the shaped rim and the 42 inch square top in the 6 ft. size. In the 5 ft. size the top measures 30x42 inches. Shipping weight, 175 pounds.

Size.....	5 ft.	6 ft.
Our reduced price.....	$6.95	$7.65

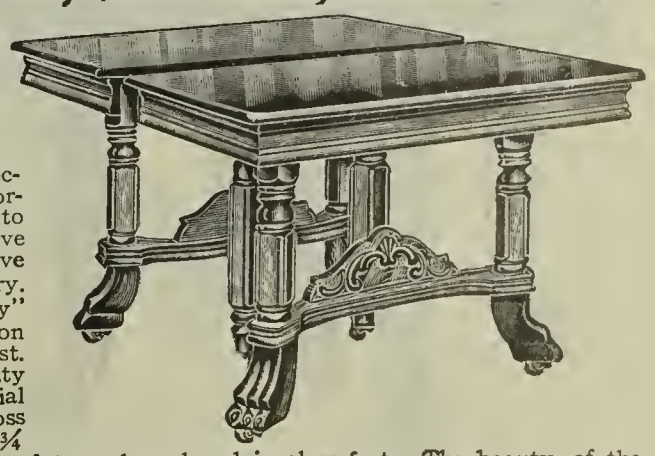
Reduced Terms, $1.25 Cash, 75c a Month



38F-106. The minutest scrutiny would fail to bring out a constructive fault in this oak extension dining table. We emphasize this point in the strongest terms because our extremely low price of $7.95 for a table of this character might create the impression that it is in a class with those sold by others at a cheap price. Our tremendous purchasing power is responsible for our surprisingly low figure. The table is built throughout of well selected oak wood, beautifully finished. Massive legs are equipped with the best quality casters, and braced by fancy stretchers. When closed table occupies a floor space of 42x42 inches. Shipping weight, 160 pounds.

Size.....	6 ft.	8 ft.
Our reduced price.....	$7.95	$8.65

This Fine Table, $1.25 Cash, 75c a Month



38F-107. One of the chief charms of this magnificent extension Dining Table is its simple elegance. The owner will be highly admired for the fine taste displayed in its selection, for, from the mirror-like surface of the top to the claw feet of its massive legs, every line and curve is one of beautiful symmetry. Truly, here is a "beauty" in the line of an extension table, and at small cost. It presents a very pretty flaky appearance. Material is solid oak, royal gloss finish. Legs measure 3¾ inches in diameter, are hand turned, and end in claw feet. The beauty of the under portion of the table is augmented by the very fancy stretchers which bind the legs, making as well a table of great stability. Massive top measures 42 inches square. Shipping weight, 175 pounds.

Sizes	6 ft.	8 ft.	10 ft.	12 ft.
Our price.....	$8.65	$10.10	$11.15	$12.35

Solid Oak Pedestal Dining Table, Only $10.95

The Best Extension Table in the World for the Money. Well Made, Massive and Elegant. Rich Gold Medal Brand Design; Beautifully Finished.

No. 38L-121. Our great advantage over mail order houses in other cities and our ability to sell you a better dining table for even less money, is due partly to our central location in the heart of the furniture manufacturing district of Michigan where two-thirds of all the furniture sold in the whole United States comes from. Another point in our advantage is in the size of our organization making it possible for us to dispose of enormous quantities of furniture. Of course, our ideal location has helped us to grow so much faster because it has been the means of saving our customers money in freight charges and giving them quick service. And now that we have grown to be the largest distributors of furniture direct to the people and have the control of many big factories right near at hand to our big mail order plant, we can give you better bargains in home furnishings and save you more money than any other concern in the world.

The Gold Medal Brand is synonymous with quality and stands for even more because it represents the highest quality plus distinctiveness of design. Gold Medal Brand tables are of surpassing elegance—they have that air of style and refinement that ordinary furniture lacks. The rich finish given to Gold Medal Brand goods makes them appreciably different and more beautiful. This superior high grade Gold Medal Brand dining table is now offered to you on the basis of factory cost plus our one small percentage of profit, which brings it to you at a price as low and perhaps even lower than any other house would ask for the common grade. Our $5000 gold guaranty bond goes with every purchase, which insures money back if not satisfied. Gold Medal Brand furniture is the kind that pleases, because it is perfectly made from perfectly seasoned woods and is perfectly finished.

Terms: $1.50 Cash
Balance in easy payments of 75c Monthly

Description

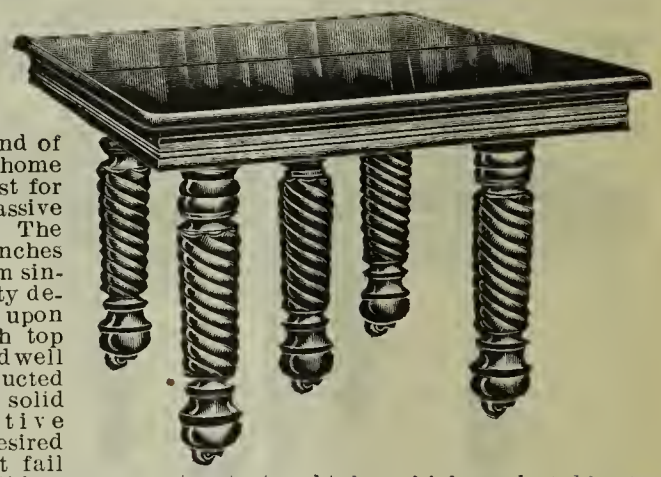
This massive table has a large round top 42 inches in diameter. It is amply large for four or five people without putting in any extra leaves and for larger families it can be extended to any size up to six feet in length. The extra leaves are included free with the table. The extra heavy large round pedestal which supports the main weight of the table, is fitted with strong, heavy and artistically curved legs terminating in claw feet. It is perfectly balanced and made with such heavy oak that it is practically indestructible. This table is equipped with our patent easy running extension slides, and has rounded edge and deep box rim.

30 Days' Free Trial Send to us for this table, take it into your home and use it a whole month if you like, on trial; then if you don't agree that you have the best table in the world for the price, send it back and we will promptly return your first payment of $1.50 and pay all the freight. People appreciate good furniture at lowest prices; they appriceate easy credit terms such as ours, where there are so many benefits and no disagreeable features. People want to deal with us because we are honest and fair and just; they know that we can be depended upon to do exactly as we say and that our big institution, solid as the "Rock of Ages" with its combined capital and resources of $10,000,000 stands as a perpetual guarantee of satisfaction. This is a very popular table and one of the biggest bargains of the kind ever known. Large, well made, and elegantly finished. It is of thoroughly high grade and dependable quality. Order this table by number **38L-121**. Shipping weight about 150 pounds.

Our reduced price **$10.95**
(Terms $1.50 Cash; 75c a Month)

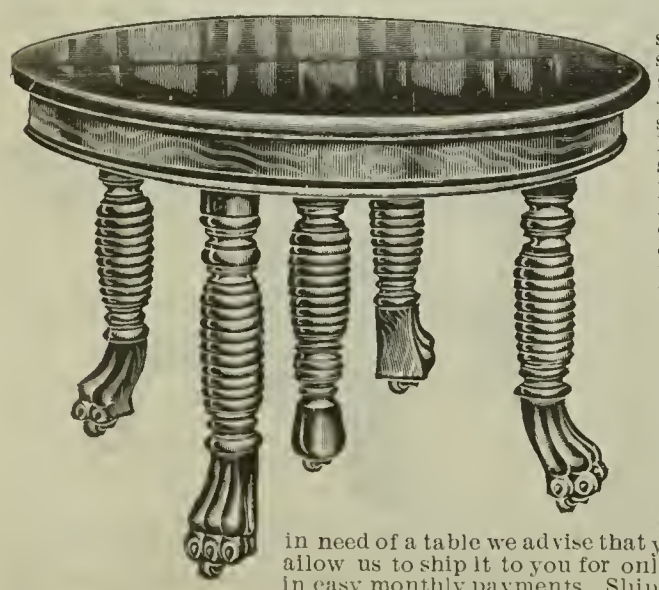
38F-109. This elegant extension Dining Table is fit to adorn any dining room, and is one that will give life-long service. This is a strictly high grade table manufactured expressly to our order and under our rigid system of factory inspection. The low price is accountable to the enormous output we have created for this fine table. The massive top measures 42x42 inches when closed (except in the 5 foot size the top is 30x42 inches). Constructed throughout of solid oak, beautifully polished. The legs are hand-turned from solid stock, handsomely carved and measure 4 inches in thickness. The best quality casters complete the equipment of this fine table which we offer you retail at factory prices. Shipping weight about 170 pounds.

Size	5 ft.	6 ft.
Our reduced price	$9.25	$9.95



38F-111. The best extension Dining Table ever sold elsewhere for less than $17 and now sold by the People's Outfitting Co. for $9.95. It is a piece of just the kind of furniture that gives the home a rich effect. It will last for generations for it is of massive design and solidly built. The huge legs measure 4¾ inches in thickness, turned from single stock in a very pretty design. Has fancy rim upon which rests a 42x42 inch top with a nicely beveled and well rounded edge. Constructed only of the very best solid oak, with that attractive flaky finish so much desired and appreciated. Don't fail to take advantage of this rare opportunity to obtain a high grade table at a great saving in price. Shipping weight, about 190 pounds.

Size	6 ft.	8 ft.	10 ft.	12 ft.
Our reduced price	$9.95	$11.40	$14.40	$15.85



38F-110. This handsome "Fashion" Extension Dining Table has a circular top measuring 42x42 inches, and is well set upon a deep rim. Made of the choicest solid oak, nicely polished. The massive legs are 3¼ inches in diameter, hand turned of an exceedingly pretty pattern, and equipped with extra quality casters. This is one of the best values ever offered in round-top extension tables, and one we guarantee will give satisfaction. We have sold many thousands of these tables during the several years we handled them, and never have they failed to please. If you are in need of a table we advise that you order this article and allow us to ship it to you for only $1.50 cash, the balance in easy monthly payments. Shipping wt. about 165 lbs.

Size	6 ft.	8 ft.	10 ft.	12 ft.
Our reduced price	$9.45	$10.70	$12.00	$12.25

38F-112. This is a masterpiece of the art of the American wood worker. It is beautiful in design and faultlessly constructed of very select American oak polished to a bright finish. Rigidly set upon a deep fancy rim, has a square 42x42 inch top, which is supported by five huge 4¾ inch legs of the deeply fluted design, equipped with the finest smooth running casters. We guarantee slides to run readily and smoothly, doing away with an annoying and disgusting feature of many tables sold elsewhere and represented to be of the same high class as this massive table we show here. The fancy design of the massive legs on this table is unusually attractive and the large polished top shows off to good advantage. Gold Medal Brand furniture can always be depended upon to give greater satisfaction than other makes, and this handsome table shown here is no exception. It is thoroughly guaranteed. This is a high grade extension dining table at a ridiculously low figure. Shipping weight, about 160 pounds.

Size	6 ft.	8 ft.	10 ft.	12 ft.
Our price	$12.65	$13.50	$14.75	$15.50

Six Most Popular Pedestal Extension Dining Tables

These wonderfully beautiful and superior "Fashion" dining tables represent not only the best materials, workmanship and finish; but the most distinctive and beautiful designs. Art Style tables are of the most elegant type ever manufactured and they are now offered to you on the basis of actual factory cost plus our one small margin of profit. We are the largest credit home-furnishing concern in the world and sell our magnificent Art-Style goods to people in every county of every state in the Union. You will appreciate the superior quality style and finish of these elegant Fashion dining tables; and no matter which one you select, you are sure to get a rare bargain.

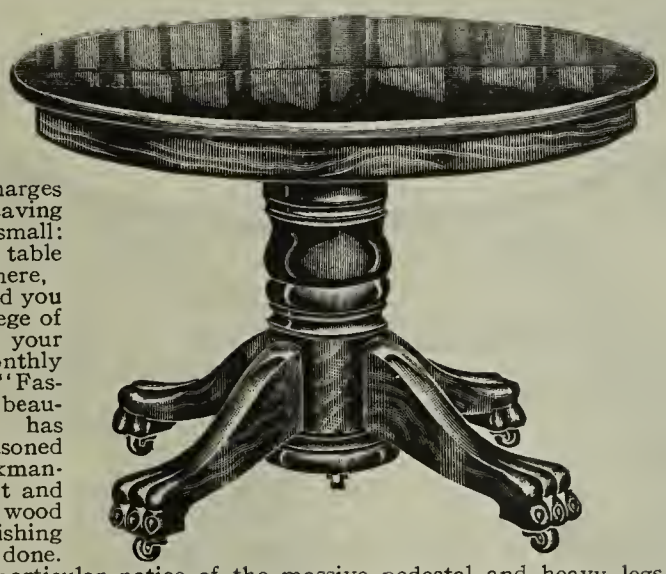
WE TRUST YOU Our prices are much lower than cash houses or your local stores charge for the average ordinary furnishings while our goods are of exclusive and elegant style and most superb quality—you will be proud of our furniture and you will be delighted with our confidential Easy-Way-to Pay Plan which allows you all the time you want to pay for what you buy from us.

Solid Oak, Pedestal Extension Table Now $10.95

38F-113. The wood used in the construction of this massive "Fashion" extension table is specially selected, beautifully flaked solid oak, and every part and piece is thoroughly well made, inspected and carefully fitted. This table is finished in a rich shade of golden with a royal gloss. The large top of this handsome pedestal table is 42 inches in diameter and leaves are furnished so it can be extended to six feet. The edge is neatly rounded and has a broad box rim. The round base or pedestal is securely framed and fastened to the top, and is supported by shapely heavy legs. We contracted with a prominent table factory to keep running on this design during their entire dull season. By this arrangement we got these tables at a price far below the regular factory price to wholesalers. We in turn are offering them to you at a proportionately low figure. Shipping weight, 150 pounds.

Our price (terms: $1.50 cash; 75c monthly).....$10.95

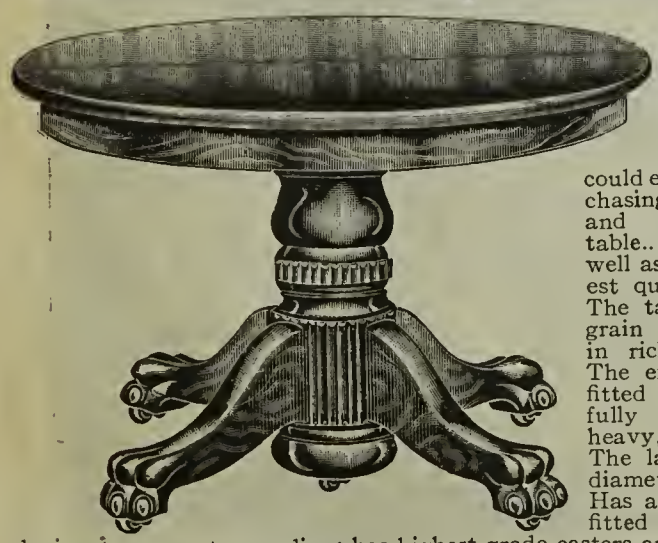
$11.95 Is Our Reduced Price for this Oak Table



38F-114. Send us your order with $1.50 for first payment and we will promptly ship you this magnificent "Fashion" Extension Dining Table. We guarantee that the freight charges compared to the great saving in price will be very small: you will be getting a table which, bought elsewhere, would cost you $15.00 and you will also have the privilege of paying the balance at your convenience in small monthly payments. This elegant "Fashion" table is made of beautiful solid oak that has been thoroughly air seasoned and kiln dried. The workmanship is of the very finest and the finish, from the wood filler to the hand polishing process, is magnificently done. We want you to take particular notice of the massive pedestal and heavy legs with carved claw feet at bottom. The top of this table is 42 inches in diameter and extends 6 feet. Has a deep box rim. This table is equipped with patent locking device to prevent spreading; extra grade casters; and smooth running extension slides. No extra charge for credit, and absolute factory cost price. Shipping weight, 175 pounds.

Our reduced price (terms: $1.50 cash; 75c a month).....$11.95

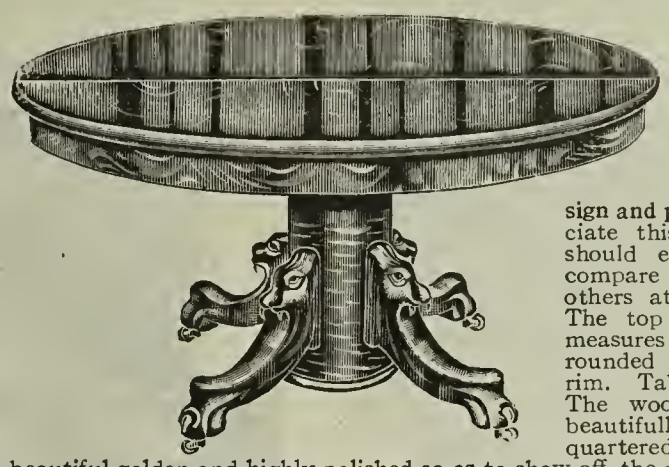
Solid Oak Dining Table $13.65



38F-115. The massiveness and stateliness of this "Fashion" Extension Table give it that elegance of appearance so hard to describe yet instantly realized when once seen. No one could ever make a mistake in purchasing this beautifully designed and perfectly proportioned table.. The workmanship as well as the wood is of the highest quality possible to obtain. The table is made of selected grain solid oak. The finish is in rich golden and polished. The extra massive pedestal is fitted with extra heavy beautifully curved legs with large, heavy, deeply carved claw feet. The large top is 42 inches in diameter and extends to six feet. Has a deep box rim. Table is fitted with new patent locking device, to prevent spreading; has highest grade casters and extension slides. This table is perfect to the smallest detail of construction and finish. Remember, please, that our price on all dining tables quoted in this catalogue is the lowest factory cost price plus our one small profit. Shipping weight, 200 pounds.

Our reduced price (Terms $2 cash; $1 a month).....$13.65

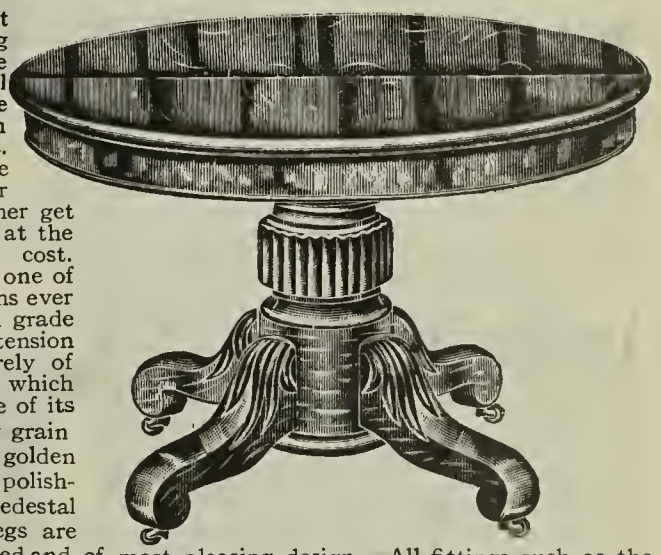
American Quarter Sawed Oak Table $15.75



38F-116. This strikingly handsome massive "Fashion" American quartered oak pedestal Extension Table is a splendid example of high grade construction, latest design and perfect finish. To appreciate this wonderful value you should examine the table and compare it with those offered by others at a much higher price. The top of this massive table measures 44x44 inches, with rounded edges and smooth box rim. Table extends six feet. The wood used throughout is beautifully figured American quartered oak and the finish is in beautiful golden and highly polished so as to show off the natural beauty and grain of the wood to perfect advantage. From the massive round pedestal extend the four extra heavy and deeply carved legs with their large hand carved heads at top and carved claw feet at bottom. This table has new patent locking device, extra quality easy rolling casters and our superior smooth running extension slides. Shipping weight, 225 pounds.

Our reduced price (terms: $2.25 cash; $1.00 a month).....$15.75

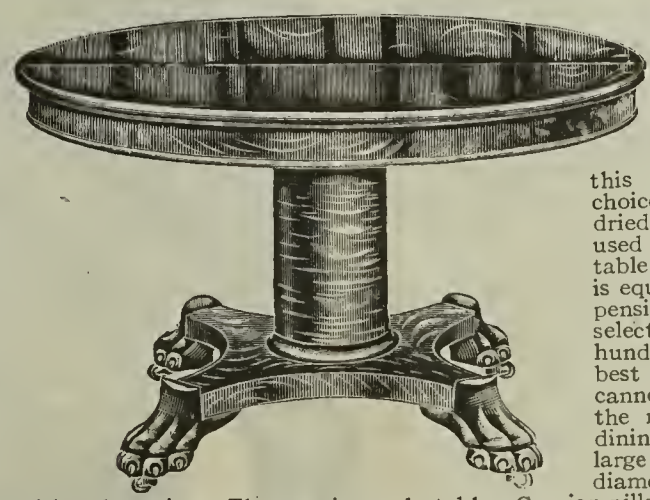
$18.50 for this Quarter Sawed Oak Table



38F-117. An elegant Pedestal Extension Dining Table at this close price illustrates the wonderful advantage enjoyed by the People's Outfitting Co. in being able to reduce prices. We keep certain large factories busy the year around and in this manner get goods of highest quality at the lowest possible factory cost. This is without question one of the most attractive designs ever offered in a strictly high grade "Fashion" pedestal extension table. It is made entirely of heavy quarter-sawed oak which has been selected because of its beautiful flake and wavy grain and finished in a rich golden shade, hand rubbed and polished. The massive round pedestal and the large, heavy legs are perfectly made and joined and of most pleasing design. All fittings such as the patent locking device, the extension slides and the casters are of the very best and in every way this table compares favorably with those offered by other concerns as $35. This table measures 44 inches in diameter and extends 6, 8 or 10 feet as ordered. Nickel casters. Shipping weight, 275 pounds.

Reduced price, 6 ft. size, (terms: $2.75 cash; $1.25 monthly).....$18.50
Reduced price, 8 ft. size, (terms: $2.75 cash; $1.25 monthly)..... 20.00
Reduced price, 10 ft. size, (terms: $3.00 cash; $1.50 monthly)..... 21.50

Massive Quarter Sawed Oak Table $27.95



No. 38F-118. You must compare this table with those offered by others at $40.00. In fact it would be hard for a dealer buying furniture in the ordinary way to sell such an article as this even for $40. The very choicest air seasoned, kiln dried quarter-sawed oak only is used in the construction of this table and the hand polish finish is equal to that of the most expensive piano. The design is one selected by an expert from one hundred designs of the world's best furniture designers, and cannot help but appeal to you as the most exquisitely beautiful dining table you ever saw. This large table measures 48 inches in diameter and the top is skirted with a deep rim. The massive pedestal has Grecian pillar top and has extra heavy and most perfectly designed legs. We specially call your attention to the extra large carved claw feet and colonial base. The construction throughout is absolutely the best that modern machinery and skilled workmen can produce. Nickel casters. Shipping weight, 300 pounds. Furnished in the 8-ft. size or 10-ft. size; please specify which you want.

Our reduced price, 8 feet size, (terms: $4.00 cash; $2.00 monthly).....$27.95
Our reduced price, 10 feet size, (terms: $5.00 cash; $2.50 monthly)....$30.50

This Sideboard $19.85

Massive Solid Oak-Profusely and Beautifully Carved-Richly Finished

It's Easy To Pay The People's Way

Genuine Gold Medal Brand

No. 11L-119. The magnificent hand carving—the heavy claw feet—the extra large heavy French bevel plate mirror—the double serpentine front and top, and the beautiful brass trimmings are all features of a $35.00 article, yet our price is only $19.85. We have done away with all middle-men's profits and all superfluous freight charges by controlling the factory where the sideboards are made and by shipping them direct to our customers as they are ordered. No other mail order house in existence is in a position to offer a bargain equal to it. The rare value of this remarkably handsome big sideboard can hardly be appreciated simply by looking at the picture, because it is impossible to show in the picture the richness of the trimmings and the exquisiteness of the finish attained in the article itself.

We Will Ship one of these sideboards to you on 30 days free trial. There's no chance of your not wanting to keep it and pay the balance of the low price in easy monthly payments. However, for your entire satisfaction, the 30 day trial offer makes it optional with you to do as you see fit when the time comes. All you need send with your order for this sideboard is

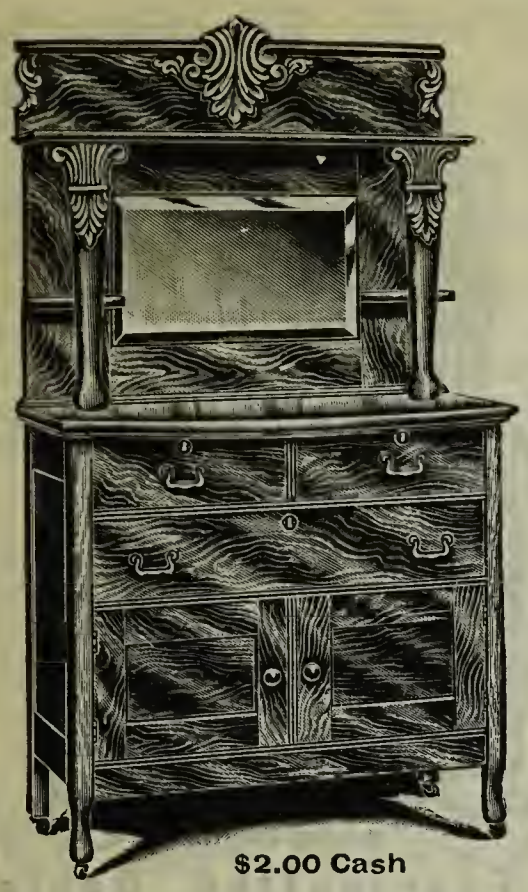
$2.75 CASH

Balance only $1.25 per Month

Gold Medal Quality. This sideboard is of the kind of furniture that won the gold medal described on another page of this catalogue. It is the kind that is made to guarantee—the kind that will win your admiration because of its elegant appearance, and continue to be a favorite because of its splendid and lasting quality. "Gold Medal Brand" furniture is sold exclusively by us, at lowest price, making it possible for people of very limited means to have the same high grade of furniture as that which is usually seen in palatial residences and in the homes of the wealthy.

You Can Have this kind of furniture in your home without paying one cent more for it than you have been in the habit of paying for the ordinary grade. There is no need of people paying the excessive profits charged by local dealers or burdening themselves by paying superfluous freight charges which must of necessity be included in the selling prices quoted by most mail order houses. It is no longer necessary to pay an exorbitant price in order to get something exceptionally fine. Gold Medal Brand furniture is all exceptionally fine and yet it costs no more on that account. The reason why we can produce such extraordinary quality at such rock-bottom prices is because we have adopted a new and modernized system of merchandising—a system that is revolutionizing the furniture business, marking as it does a new epoch in the methods and manner of selling and distributing household goods. Instead of paying the wholesaler's profit and the dealer's profit, you buy from us direct and get the lowest price.

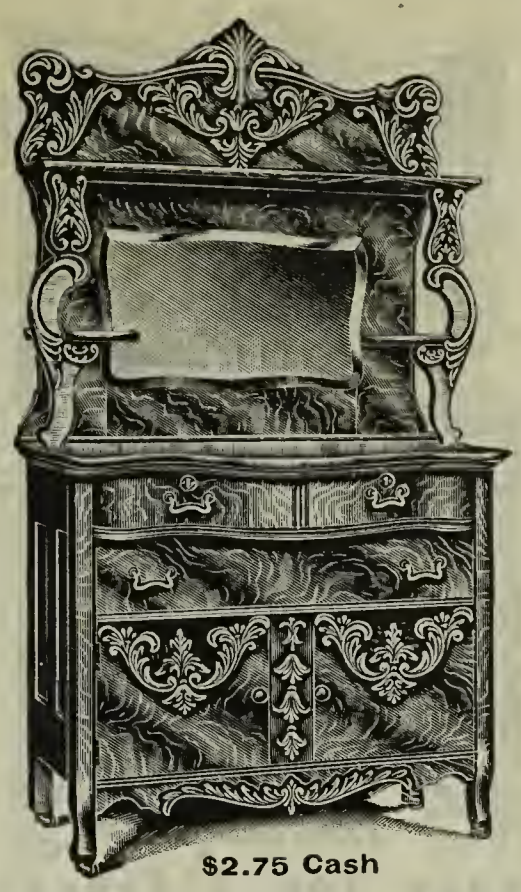
Detailed Description. You will notice that this massive sideboard is remarkably well made and richly carved. The top and front drawers are triple serpentine shape. The large double top measures 45 inches wide by 22 inches deep. One full length drawer and two top drawers in addition to the large lower compartments furnish an abundance of room for table linens, silverware, etc. One of the top drawers is lined for silverware. Finest brass drawer pulls of latest design enchance the general appearance. Fitted with easy-rolling casters. The large oval mirror is unusally showy because it is extra heavy genuine French bevel plate, perfectly clear and of large size, measuring 28 inches wide by 16 inches high. China and other articles placed on top and on the two side shelves are reflected in the big mirror, producing a wonderfully pleasing effect. The large canopy shelf above mirror gives ample room for storage and display of chinaware, cut glass, etc. It would be hard to select a sideboard that has more good features than this one, and it would be absolutely impossible to find a better bargain. It is made throughout of the very finest air seasoned, kiln dried selected solid oak and the beauty of the wood is brought out by the exquisite finish. In the realm of sideboards this one has no equal at the price. Be sure to give the number, which is 11L-119. Shipping weight about 225 pounds. Our reduced price is $19.85. Terms: $2.75 cash, balance $1.25 per month.



$2.00 Cash

Our Leader Sideboard

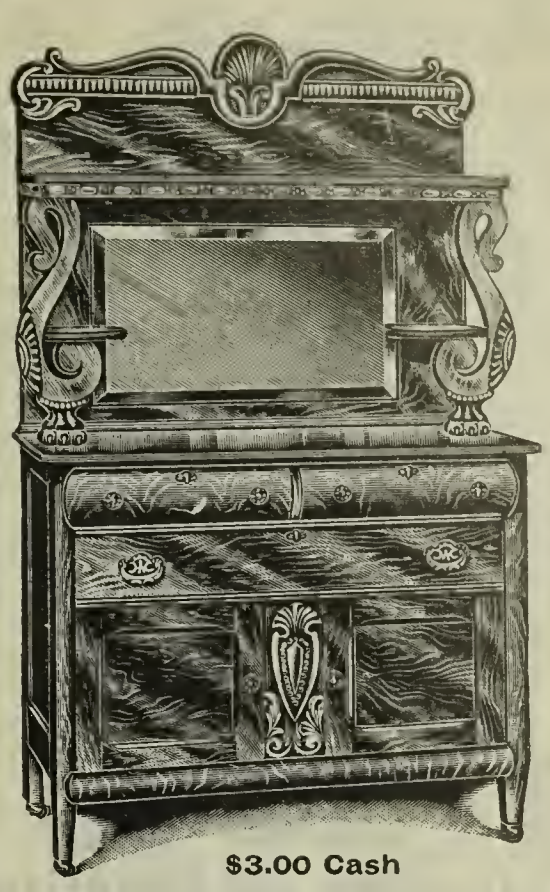
No. 11L-120. This is our low price leader—a fine Gold Medal Brand Sideboard. Top is beautifully carved in relief; has a full width top shelf firmly supported by well carved standards. Handsome French bevel mirror 12 inches high and 20 inches wide. The commodious base has a nicely polished double top measuring 20 by 40 inches. Two top drawers underneath, one of which is lined for silverware, etc. Below these is a full width drawer for table linen and a large cupboard that can be put to many uses. Finished in a rich shade of golden oak. Shipping weight about 150 pounds. Terms $2.00 cash, balance $1.00 a month. Our reduced price..... **$12.50**



$2.75 Cash

A Solid Oak Beauty

No. 11L-121. Made of highly figured oak with a rich golden finish. Special features of this sideboard are its profusely carved back and ornamental standards; its serpentine front and extra large double top; and its richly carved cupboard doors. The French bevel plate mirror adorning the back measures 16 by 28 inches. Well executed top carving adds greatly to the beauty of this board. The base has a 22 by 45-inch double top. Serpentine front top drawers, one of these is lined for silverware. Underneath these is found a full length drawer and a roomy cabinet. Shipping weight about 160 pounds. Terms $2.75 cash, balance $1.25 a month. Our reduced price..... **$18.95**



$3.00 Cash

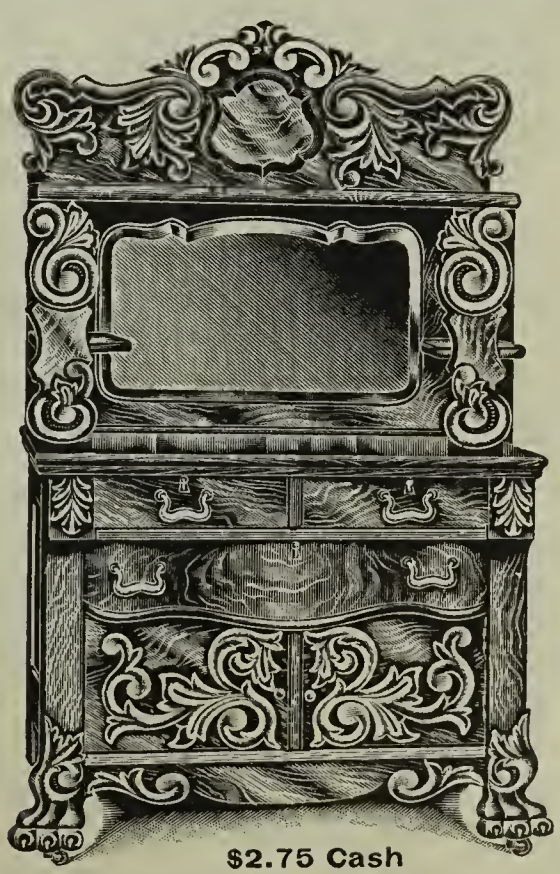
An Unusual Value

No. 11L-122. No mere illustration can do justice to this splendid Gold Medal Brand Sideboard. Look at the rich carving—the beautiful convex curved front on the top drawers—the large heavy top which measures 47 by 22 inches—the 30 by 17 inch heavy beveled German plate mirror—the superb golden oak finish, and the elegant trimmings. It is a big roomy sideboard with capacious lower compartment. One of the top drawers lined for silverware. Full length top shelf for dishes and cut glass, and two small side shelves supported by beautifully carved standards. Shipping weight about 175 pounds. Terms $3.00 cash, balance $1.50 per month. Our reduced price..... **$20.85**

$2.25 Cash

A Very Popular Design

No. 11L-123. This beautiful Gold Medal Brand Sideboard is made of thoroughly seasoned kiln-dried, highly figured oak with a rich royal gloss. The two top drawers, one of which is lined for silverware, are extra large and roomy. The top measures 21 by 42 inches. It is double thick and neatly beveled. Massive corner posts, single panel sides. The back has a beautiful 14 by 24-inch French bevel mirror with two neat shelves on either side, supported by handsomely designed carved standards. Handsome carvings in relief adorn the extreme top. This sensational value furnishes a good example of the money you save when you buy from us. Shipping weight about 150 pounds. Terms $2.25 cash, balance $1.00 per month. Worth easily $22.00. Our reduced price..... **$15.45**



$2.75 Cash

Richly Carved Sideboard

No. 11L-124. A careful examination of this massive, beautifully carved Gold Medal Brand Sideboard will convince you that it is an extraordinary article. Has a 26 by 16-inch French bevel mirror and large 42 by 23-inch double top. At $19.75 it is the greatest bargain offering of the season. Constructed of highly figured solid oak, with a polish finish. Has a massive dust and mouse proof base; carved claw feet and carved base board. Cupboard is roomy and inclosed with handsomely carved doors, above which is a full width serpentine front drawer adapted for holding table linen, etc. Richly polished double thick top and double top drawers. Top shelf and two small side shelves. Shipping weight about 165 pounds. Terms $2.75 cash, $1.25 per month. Our reduced price..... **$19.75**

$3.00 Cash

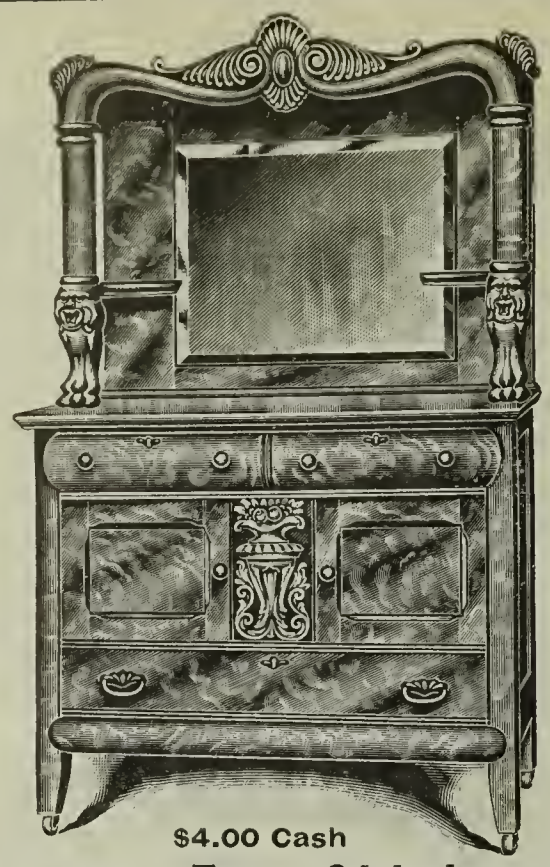
You Save $5.00 on This

No. 11L-125. No other concern in the world can offer you a sideboard of such rare beauty at such a moderate price. These magnificent Gold Medal Brand designs are made in the big factory, where the finest products are manufactured and sold by us at lowest prices. We not only save you at least $5 on the price, but we give you a sideboard that for rare beauty and high quality can not be matched. This is an unusual article; adorned with profuse carvings; has double serpentine top and lower drawers to match; carved doors to lower cabinet; heavy pillars terminating in French legs; magnificently patterned French bevel plate mirror 28 by 16 inches. Top measures 44 by 22 inches. Shipping weight about 180 pounds. Terms $3.00 cash, $1.50 monthly. Our reduced price **$22.50**

$3.50 Cash

Distinctive and Beautiful

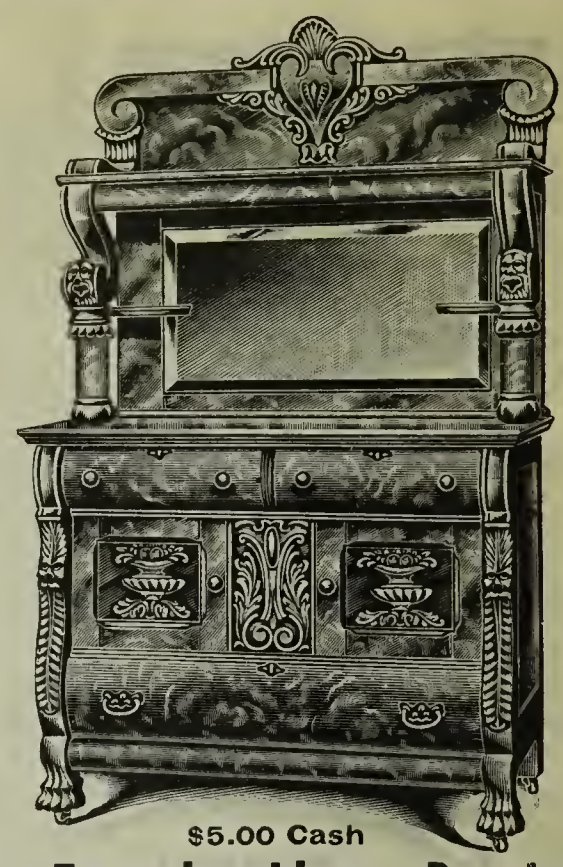
No. 11L-126. There is something about this elegant sideboard that attracts the admiration of all who see it—something distinctive about the style and quality that will please and satisfy you. The unusually handsome carved dragons on top shelf standards—the beautiful convex front top drawers—the rich carving on cupboard front—the massive proportions of the cabinet—the large, roomy drawers—and the large heavy French bevel plate mirror are all features that show the superiority of this rich sideboard. Large top shelf and two bracket shelves. Double top 47 by 22 inches. Mirror 30 by 17 inches. American quarter sawed oak finish. Finest trimmings. Shipping weight about 195 pounds. Terms $3.50 cash, balance $1.75 per month. Our reduced price.. **$23.75**



$4.00 Cash

Canopy Top Sideboard

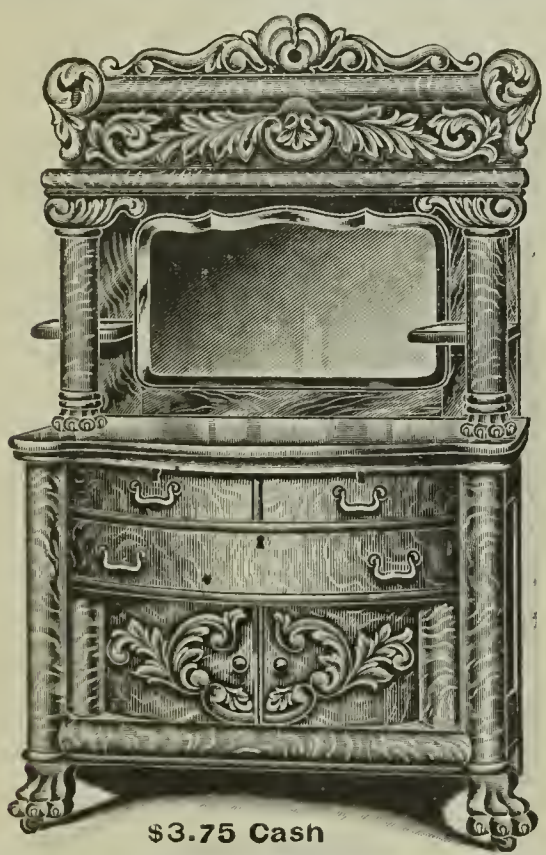
No. 11L-127. The quarter-sawed oak finish of this massive sideboard is perfect. Look at the large carved heads and claw feet on the pillars supporting the canopy—look at the extra large French bevel plate mirror which measures 28 by 22 inches—look at the elaborate raised carving on cabinet base and also the convex top drawers. Every feature shows this sideboard to be of extraordinary quality and beauty. Top measures 47 by 22 inches. Two top drawers; one lined for silverware. Double cabinet compartment. Large lower drawer. Very best brass trimmings, locks, keys, casters, etc. You will do well to select this bargain. Shipping weight about 200 pounds. Terms $4.00 cash; balance $2.00 per month. Our reduced price **$27.85**



$5.00 Cash

A Fascinating Design

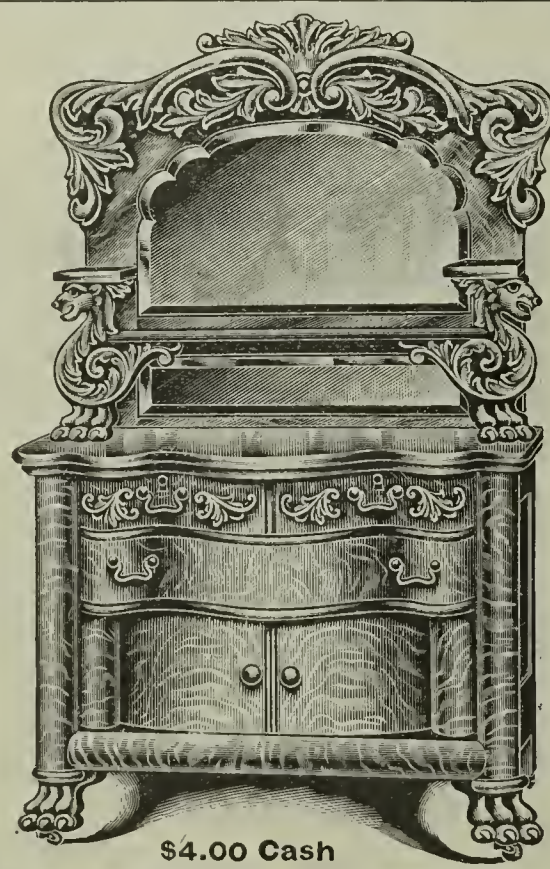
No. 11L-128. This is one of the most artistic and elaborate of the Gold Medal Brand line, an American quarter-sawed oak sideboard that would sell by most mail order houses at $40.00 yet our reduced price is only $33.75. Improved manufacturing facilities have made it possible for us to sell the famous Gold Medal Brand furniture at sensational prices. You will be astounded at this value. The rich carving on the massive pillars, the convexly curved fronts on drawers, the heavy raised carvings on cabinet and top all contribute to make this sideboard distinctively beautiful. The large French bevel plate mirror is 36 by 18 inches and the large double top measures 48 by 23 inches. Shipping weight about 210 pounds. Terms $5.00 cash, balance $2.50 per month. Our reduced price.. **$33.75**



$3.75 Cash

Big Value—Rich Quality

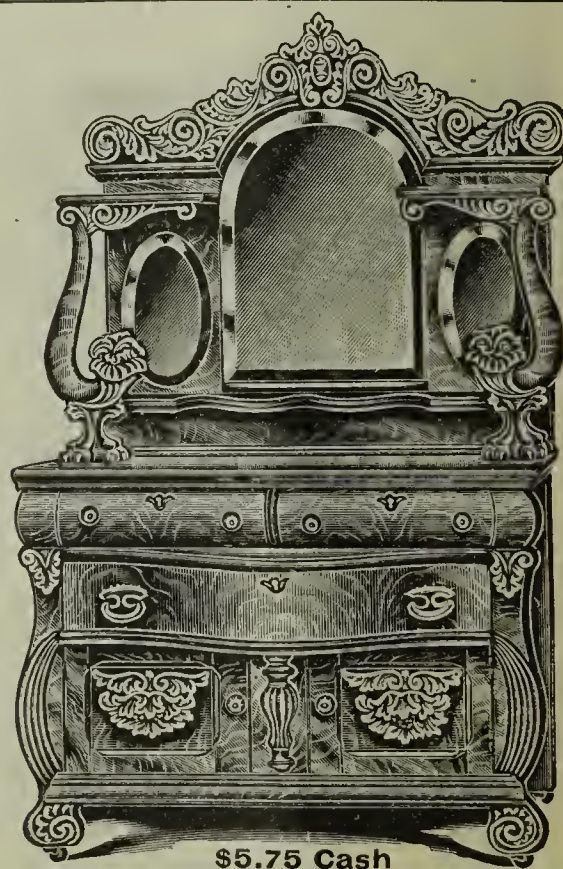
No. 11L-129. Made of rich quarter-sawed oak and finished with a beautiful polish. This magnificent sideboard is massive in proportions; has heavy carvings and is in every respect one of the most valuable and elegant. Our price is extremely low for such a superior Gold Medal Brand sideboard because you pay only the factory price. A careful study of the design will show you that this is a most remarkable value—think of getting this $34.00 article at the reduced price of only $26.65. Notice the swell front, the heavy pillars and deep carvings. Extra large top is 46 by 24 inches in size, and the patterned French bevel plate mirror measures 28 by 16 inches. Shipping weight about 200 pounds. Terms $3.75 cash, balance $1.75 per month. Our reduced price **$26.65**



$4.00 Cash

Made of Quarter-sawed Oak

No. 11L-130. The two big French bevel plate mirrors and the highly polished finish of the quarter sawed oak reflect every article and the glistening beauty of it all adds to the charming effect. There is nothing finer in a double mirror sideboard at any price—it is the best of its kind made. A glance at the picture will give an idea of the arrangement of beautiful shelves and exquisitely carved supports. The carving throughout is unusually handsome and elaborate. Heavy pillars, carved claw feet. Serpentine front and top. Size of top 48 by 24 inches. Size of upper mirror 30 by 18. Size of lower mirror 28 by 6 inches. Shipping weight about 205 pounds. Terms $4.00 cash; balance $2.00 per month. Our reduced price..... **$28.50**



$5.75 Cash

Prize of All Sideboards

No. 11L-131. The surpassing beauty and elegance of this wonderful product is most apparent. It is the prize design of all sideboards—the King of them all. The magnificent carving—the three big French bevel plate mirrors—the patterned shelves and carved supports — the massive proportions — convex carved drawers and swell front effects are all of unusual design and high quality. The rich quarter-sawed oak is superb and every detail of the entire construction is the highest type of the Gold Medal Brand quality. Top measures 48 by 22 ins. Each of the oval mirrors is 16 by 10 ins. in size and the big center mirror is 28 by 22 ins. One top drawer richly lined. All drawers and cabinet space extra large. Shipping weight about 225 pounds. Terms $5.75 cash, $2.50 per month. Reduced price **$38.50**

$13.75 Our New and Exclusive Lines of $49.85 ART-STYLE BUFFETS AT GREATLY REDUCED PRICES

We show Ten of the most artistically designed and best made BUFFETS ever offered. They are positively the most beautiful creations of the furniture world. Note how easily you may make your home attractive on our Easy-Way-to-Pay System.

Despite any guarantee other dealers may make, you cannot obtain Buffets of the same quality and style as those listed on this and the next two pages. OUR ART STYLE BUFFETS are in a CLASS BY THEMSELVES as to quality and price.

OUR GUARANTEE TO YOU: To indicate our complete confidence in the superior merits of our great line of art-style Buffets and combination Side boards, we take pleasure in once more emphasizing our double binding guarantee of satisfaction which we make to YOU. We guarantee that YOU will find our buffets and combination sideboards to be just exactly as represented. We guarantee that YOU will find them to be the greatest values ever heard of. We guarantee to please and satisfy YOU in every particular. We bind ourselves to return to YOU all freight expenses and your first payment providing YOU are not thoroughly pleased with your purchase. Our first and last aim is to safeguard YOUR interests.

WHAT ART-STYLE MEANS TO YOU. It means furniture insurance to you inasmuch as it is a guarantee of beauty and newness of design, high quality of construction and finish, convenience in arrangement and unequalled value. We guarantee every buffet and sideboard in this catalogue to be lower in price than the same quality can be bought for elsewhere.

Our Matchless BUFFET Offer $13.75

This is positively the most wonderful offer ever made. Nothing to equal it was ever before attempted by any house in the world. This Buffet combines up-to-dateness with rich appearance and perfect construction, and our price is only.....

You don't have to pay the full price now. Just send us today $2 CASH, so that we may start this most beautiful Buffet on the way to your station, whence you may take it home and examine it to your heart's content.

If it is not exactly as represented — if it is not all we claim — if for any other reason you are willing to let it go—we will take it back and refund your money, including all freight expense.

We have never yet had one of these beautiful Buffets come back. They are made to please. You will be delighted to keep it and to pay us the balance of the price ONE DOLLAR A Month

Number 12F-120

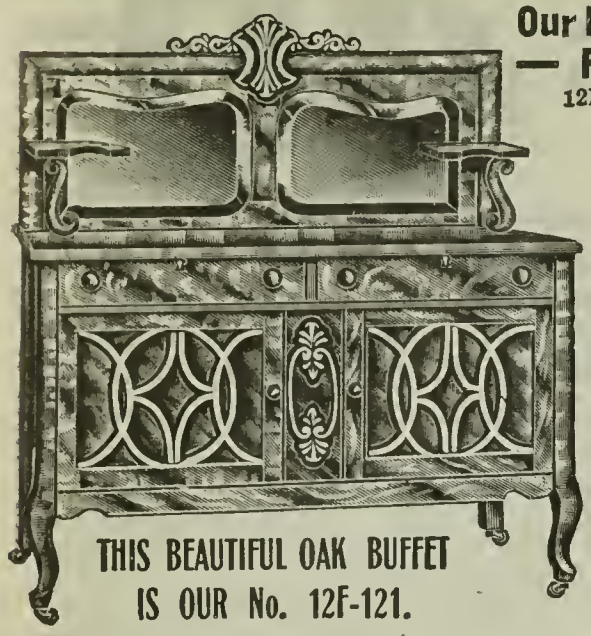
No. **12F-120.** This is a much better Buffet than its price indicates. The fact that we buy this article in vast quantities enables us to reduce our selling price to only $13.75. This Buffet is made especially for us in our immense Detroit factory directly under our own supervision. Only the choicest grades of quarter-sawed oak is used in the construction. The lumber is selected for freedom from flaws as well as for beauty of grain. The finish is a rich golden with a royal gloss.

The size is ample for a small family or in a room where space is limited. The height is 55 inches and it measures 42 inches wide and 20 inches deep. The mirror is made of the best quality French bevel plate and measures 8 x 28 inches. Well executed hand carving judiciously placed add greatly to its general beauty. The base has two drawers. Best quality casters and solid brass trimmings complete the equipment. Shipping weight, 100 pounds.

Our reduced price..... **$13.75**

SAFE DELIVERY GUARANTEED

Terms $2.25 Cash; Balance $1 a Month



Our Reduced — Price — $15.95

12F-121. This new and handsomely designed "Art-Style" Buffet Sideboard is made of beautifully figured quarter-sawed oak, highly polished and finished. The buffet stands 59 inches high. The top is 16 inches deep by 42 inches wide and is extra heavy. The back is made with heavy top, roll effect and is neatly carved and fitted with artistic shelf on either side of the double French bevel plate mirror. Each half measures 10 inches by 17 inches. The trimmings are in cast brass; the doors of the spacious cupboard are cross veneered in quartered oak, insuring against warping. The top drawers are extra large and perfectly fitted and trimmed. The ends are made of one solid piece of selected stock which adds to the beauty of the article.

Shipping weight, 140 pounds.

Our reduced price (Terms, $2.25 Cash, $1 a month) $15.95

Art-Style Quarter-Sawed Oak Buffet

$16.25

12F-122. This is a new design Art-Style Buffet Sideboard made throughout of highly figured quarter-sawed oak and finished in either rich golden highly polished, or in early English. (Early English finish looks like weathered oak except that it has a brilliant polish.) It is extra large, the top measuring 18 inches by 42 inches and the large French bevel mirror 10 inches by 30 inches. Buffet stands 4 feet, 4 inches high. The base has large top drawer, and extra large cupboard compartments enclosed by elegant, hinged door fitted with glass back of the beautiful scroll work This buffet has handsomely carved mirror frame or back; heavy substantial legs; solid ends; artistic shelves on either side of mirror. The illustration gives but a faint idea of the true beauty of this buffet. Shipping weight, 150 pounds.

Our price $16.25

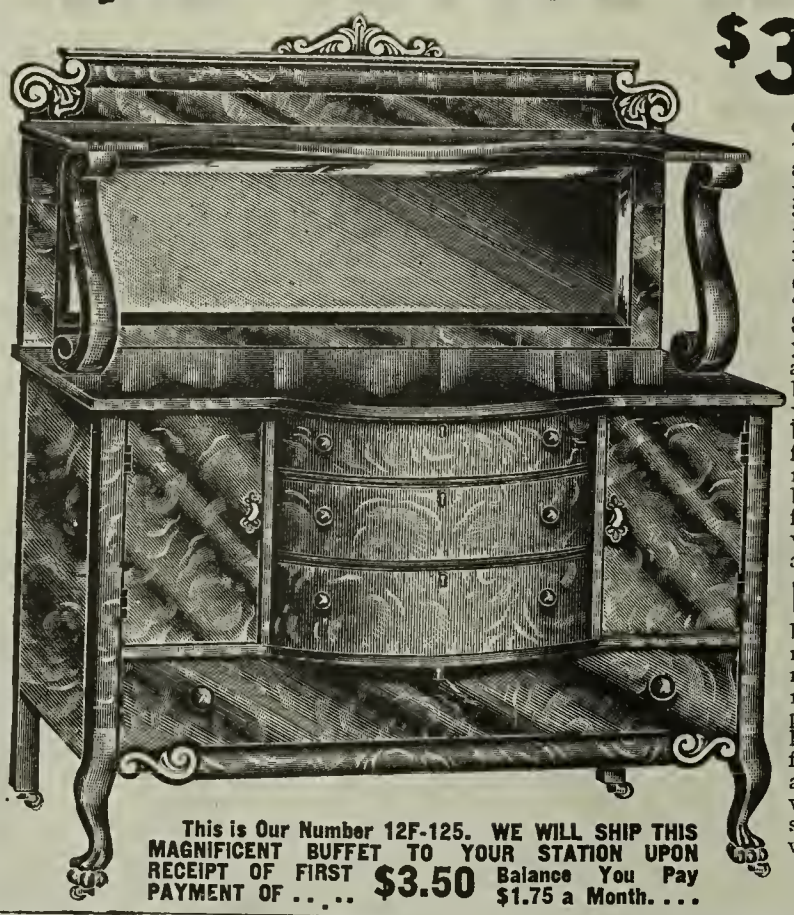
Grand Palace Art-Style Massive Quarter-Sawed Oak Buffet

$22.95

12F-125. This is a genuine Art Style design that is distinguished by its rich finish, high quality of material and construction, convenience of its arrangement, and its great roominess.

Detailed Description This massive Buffet Sideboard is made of selected kiln dried, air seasoned quarter-sawed oak and is finished in rich golden and highly polished. The beautiful grain of the oak and the rich finish combine to give this article a distinctive style and elegance that will attract attention. There is something about the style of this genuine Art-Style buffet sideboard that it is impossible to describe in words—you must see it to fully appreciate how handsome and good it is and how much it will add to the appearance of your dining room. It stands 56 inches high and is 44 inches long by 20 inches deep. Note the three large swell front drawers with large linen compartments on either side; see the 10 x 28 inch French bevel plate mirror; and then look at the elegant patterned top shelf supported at either end by massive colonial style pillars. The artistic hand carving and the heavy French legs with claw feet give finishing touches to this most elegant Buffet. The large lower drawer runs the full length and gives ample room for large table cloths, etc. Fitted with easy rolling casters. Shipping weight, 175 pounds.

Low Price Explained We sell more furniture and housefurnishings than any other five credit mail order houses combined, and you know what an advantage it is to buy from the biggest and best. We make these magnificent buffets right here in the big Detroit factory where we can produce them at a minimum cost. Factories that don't belong to us ship their output to warehouses and to jobbers and dealers before the furniture gets to you and when you buy from anyone else except the People's Outfitting Co., you have to pay higher prices because the goods are shipped and reshipped several times before they get to you. This buffet is the finest one ever sold for $22.95 and you can buy it from us on credit and pay only $3.50 cash, the balance is easy to settle in small monthly payments of only $1.75.



$3.50 Cash is all you need pay to get this magnificent Sideboard Buffet sent to your station. Then you can take it home and use it for 30 days' trial, and if you don't want to keep it and pay the balance in easy payments of only $1.75 a month, you can return the buffet to us and we will send back your $3.50 and also the small amount of freight charges that you paid. But you'll have no cause to send it back because it is sure to be better in every way than you expect and therefore you will be delighted with your bargain and want to buy more from us at our factory prices and on our famous Easy-Way-to-Pay Plan.

Beauty and Practicability There never before has been offered for sale at such a moderate price a Buffet that equals this, our number 12F-125. In all details it meets every requirement and combines both beauty and practical utility in the highest form. We know how it is when people want things right and well finished and as it should be to go into the home and be seen by friends and neighbors and that's why we manufacture our fine Art-Style so it is so much better than the common kind that you will have no other after you see "Art-Style."

Our reduced price $22.95
Terms $3.50 cash, balance $1.75 a month.

BEAUTIFUL ART-STYLE QUARTERED OAK BUFFET

$19.80

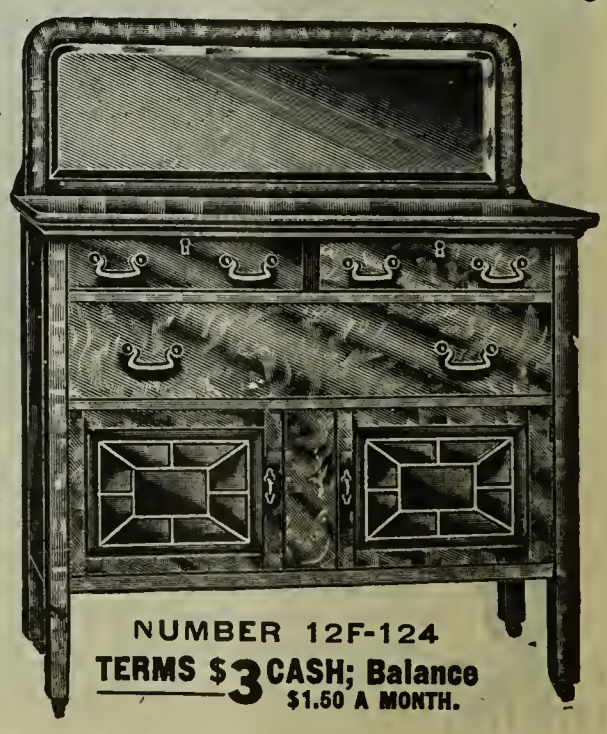
12F-123. Price considered, this "Art-Style" Buffet Sideboard can not be equalled for service, beauty and convenience. We heartily recommend it. Note the long, beautifully patterned French beveled mirror in back, size 12 by 36 inches; the two large top drawers and the double deck spacious lower cupboard with its fancy glass doors, and perfect finish of the interior of lower cabinet. The expensive reverse carvings in side panels of cabinet; the handsomely designed top of back and the fashioned legs are most desirable features. The height of buffet is 4 feet 8 inches, the width is 44 inches and depth 18 inches It is made of solid quarter-sawed oak throughout and hand polished to rival in brilliancy the mirror that adorns it. The large bottom drawer runs full length of buffet and has a beautifully patterned front. Shipping weight, 150 pounds. Terms: $2.75 cash, balance $1.25 monthly.

Our challenge price $19.80

ART-STYLE BUFFET WITH LEADED GLASS DOORS

$21.65

12F-124. This rich, elegant Buffet Sideboard is made of finest quarter-sawed oak and finished in either golden oak or in Early English and highly polished. Please specify which style of finish you want when you send in your order. The entire back is set with a large French bevel plate mirror measuring 12 x 38 inches, set in a heavy oak frame. The large heavy double top measures 44 inches wide by 19 inches deep, while the buffet stands 4 feet, 6 inches high. It has two large top drawers, one full length linen drawer and two spacious lower compartments fitted with brass hinged doors with heavy leaded glass panes as shown in illustration. There is no carving on this buffet and the beautiful wavy grain of the wood shows off to great advantage through the rich polish finish. This buffet is fine enough for the best furnished dining room and will match the rest of the furnishings admirably. Shipping weight, 170 pounds.



Our reduced price (Terms: $3.00 cash; $1.50 monthly.) $21.65

Rich Design, Quartered Oak Buffet

$25.75

12F-126. The true beauty and elegance of this massive Buffet Sideboard cannot be shown by a mere illustration. Let us ship it to you for you to use a month on trial. We want you to satisfy yourself that it is worth more than we ask. Remember, if it suits you, it is yours to keep; if not, we take it back. This is a wonderfully fine piece, being made from choicest quarter-sawed oak and finished to a mirror-like brilliancy. It is made with double top and heavy convex front top drawers, carrying out a pretty effect. Has two top drawers, extra large spacious bottom drawer and two large lower compartments fitted with expensive leaded glass doors as shown in picture. The trimmings and casters are finest grade. Note the extra large mirror, dimensions 12x40 inches; the fine art glass doors, the rich carvings and the heavy French legs. Height 56 inches; width, 46 inches; depth, 20 inches. Shipping weight, 175 pounds. **Our price.** ($3.50 cash, $1.75 monthly)...**$25.75**

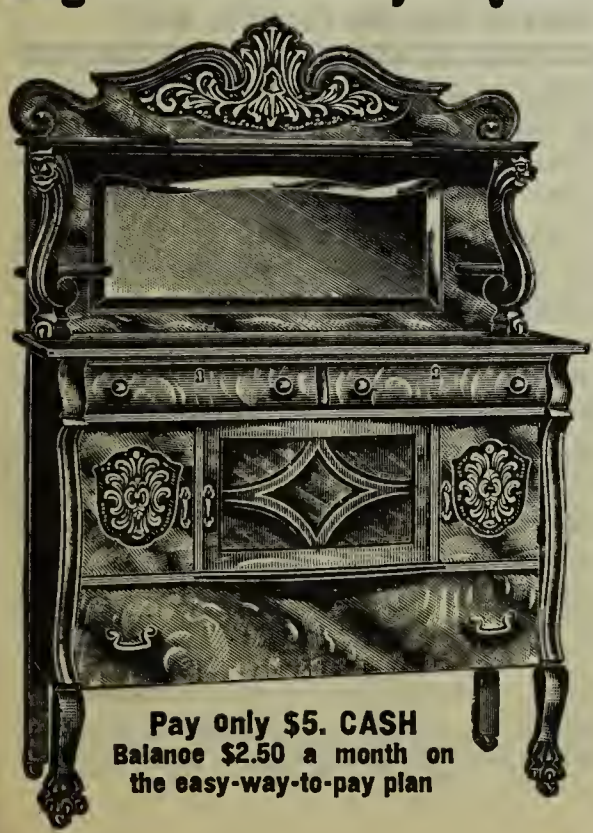
New Art-Style Quartered Oak Buffet

$29.65

12F-127. This grand Art Style Quarter-Sawed oak Buffet is far more beautiful than the picture here shows it; and it is of guaranteed high grade construction in a style that is employed only in making the finest cabinets to be found on the market. It is finished in either golden oak or Early English polish finish. Please specify choice. Note the beautiful lines and see how the rounded sides enhance the rich appearance of this Buffet. The large door in front, as well as the sides of upper section of top, is set with expensive leaded glass as shown in the picture. The spacious top compartment together with the large drawers give ample room for silverware, linens, etc., while the large polished top provides plenty of space for your rare pieces of china, cut glass and silver service.

DIMENSIONS: The large horizontal, oval French bevel plate mirror in back measures 12 inches high by 40 inches long. Top measures 44 inches wide by 20 inches deep. Buffet stands 4 feet, 8 inches high from floor. Has heavy carved claw feet fitted with best casters. Our reduced price.....**$29.65**

Magnificent Art-Style Quartered Oak Buffet



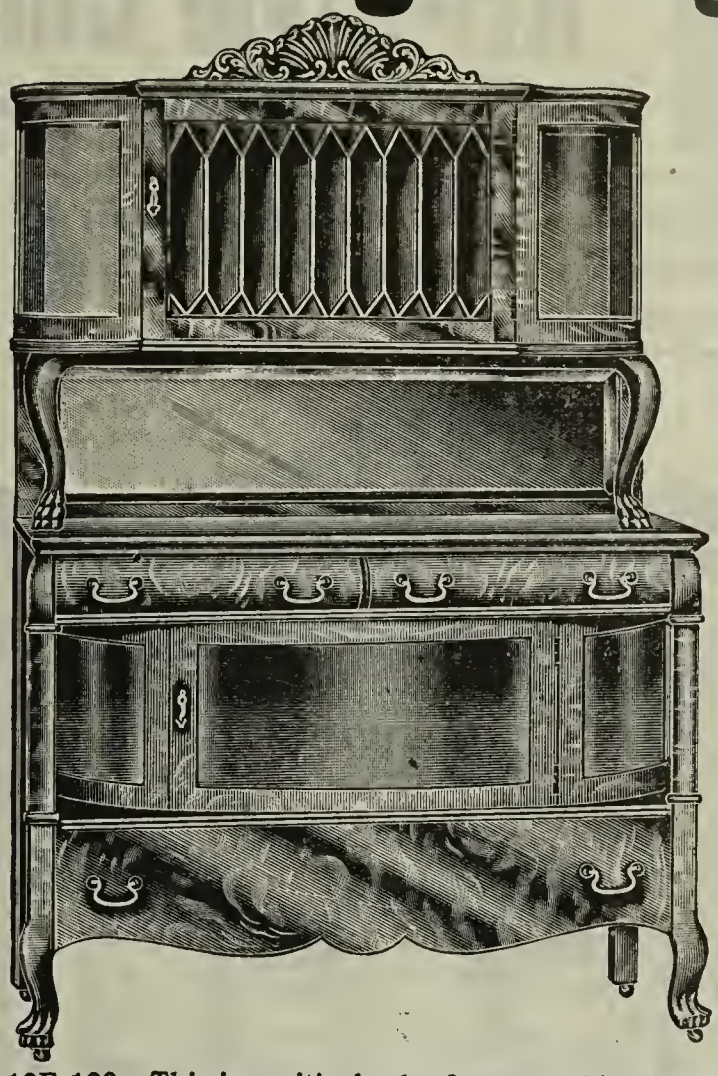
$32.35

12F-128. This art-style Buffet Sideboard will not be out of place in the most elegantly furnished dining room. We absolutely guarantee its real value to be $40. This Buffet Sideboard is made of choicest highly figured quarter-sawed oak finished in golden and hand rubbed and polished. It stands 70 inches high by 48 inches wide by 21 inches deep and is ornamented with finest hand carvings and solid cast brass trimmings. Has two large, patterned front top drawers, three commodious cupboard compartments with large scroll covered glass door in center and reverse carved oak, brass hinged doors on either side. Extra heavy large bottom drawer for table cloths, etc. The large French beveled mirror is 14 inches by 36 inches in size and rests in a most handsomely designed back. The extra high back is richly carved and fitted with top shelf over mirror and two rounded side shelves. It has solid ends and extra heavy "art" legs. Shipping weight, 175 pounds.

Our reduced price..$32.35
($5.00 cash. $2.50 monthly)

Massive Quarter-Sawed Oak Buffet

The King of Bargains



PRICE
$49.85

We term this the "King of Bargains" because it cannot be bought elsewhere for less than **$70.00**

Terms:
$7 CASH; BALANCE $3.50 A Month

12F-129 **This is positively the finest combination Buffet and China Cabinet ever shown at this price,** and represents the best product of the finest furniture factory in the world. It is very massive, reaching as it does these large proportions: 75 inches high by 46 inches wide, and 21 inches deep. The large French bevel plate mirorr in back measures 38x12 inches; the carvings are all done by hand and the oak used is extra thick, quarter-sawed, and selected for its rare beauty. The large double thick top; the extra large roll front top drawers; the large center comparement with rounded glass ends and glass door; the large pillar corner posts the French shaped legs and carved claw feet; the spacious lower drawer, all combine to make a **perfect** buffet worth $65.00. Fitted with best brass trimmings and easy rolling casters. Top cabinet above mirror has bent glass ends and beautiful leaded glass door. Shipping weight, 300 pounds.

Our price ($7.00 cash, $3.50 monthly).....

$49.85

The President Says:

I take much pride in this line of buffets. It is a well known fact that buffets are becoming more popular every day, and I think the manager of this department of my business has done remarkably well in securing such extraordinarily low prices from the factory. I have personally examined this line of buffets and I find them even better than the pictures show. The prices I consider exceptionally low and feel certain that every sale will mean a highly pleased customer.

$11.95 OUR GREAT DEPARTMENT OF Art-Style China Closets $38.50

Magnificent designs. Prices no higher than for ordinary grades. We show the greatest values in the world, barring None.

Our China Closets are not low priced at the expense of quality. We guarantee each china closet to be superior to any other sold elsewhere at our figure.

We can afford to sell high grade dependable furniture at the world's lowest prices because of the tremendous prestige we enjoy on account of our enormous purchasing power. We receive price concessions from manufacturers no other dealer is able to command.

No. 13F-100

On our Easy-Way-To-Pay System this Splendid Art Style China Closet will be shipped to You upon receipt of..... $3.50 CASH
We will give You an ENTIRE YEAR to Pay off the balance.

Upon this and the two following pages we show the finest line of China Closets in the world. More elaborate china closets may be made, but none more stylish, more beautiful in design, more symmetrical in shape or more substantially constructed.

Our art-style China Closets are enjoying great popularity because of their well recognized merits. Do not be satisfied with any other. Don't let any dealer tell you that his is "just as good."

Remember every dollar you invest in our art-style or "Fashion" furniture does double duty. As compared to what other dealers ask for their ordinary china closets our prices represent a saving of 30 to 50 per cent. Bear in mind, lower priced closets may be offered you but not with that guarantee of complete satisfaction such as we give with every china closet sold by us. No honest dealer will guarantee any china closet cheaper than our 13F-101, whereas a dishonest dealer will guarantee anything so as to get your trade.

Our China Closets are made in a factory controlled by us and situated right here in Detroit. We exercise the greatest diligence regarding the material and construction applied, in the making of these closets. We permit only the choicest lumber and the most expert cabinet makers within the factory. Another point to be considered is that we have no freight charges to pay and our remarkable prices clearly reflect all the advantages we enjoy in the way of low original cost price.

We exercise the greatest care in packing, crating and preparing our China Closets for shipment. We can safely guarantee perfect delivery. Do not be worried about freight charges for they are not to be considered in view of the splendid savings you effect on account of our extremely low prices.

Beautify Your Dining-Room

Make your dining-room the prettiest in your whole neighborhood. Fit it with one of these magnificent "Art-Style" China Closets.

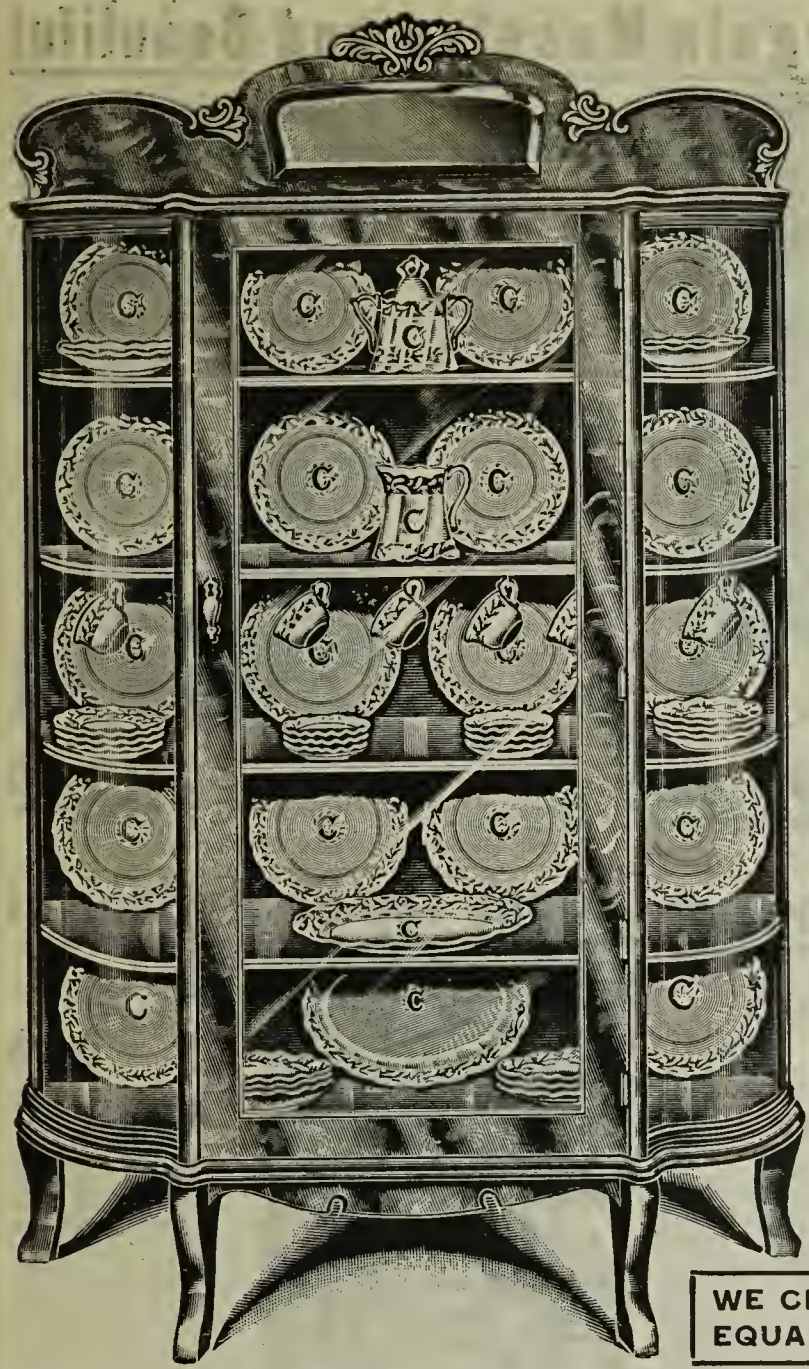
Because of the fact that we bought these China Closets this year for less money than we did last year, we have reduced the price to $25.95 It's former price was $27.85 an acknowledged bargain leader. Our new sensational price sets a mark that cannot be duplicated elsewhere. Take advantage of this great bargain today.

"Remember It's Easy to Pay, The People's Way"

13F-100 This art-style China Choset is constructed of highly figured quartered oak, hand rubbed and polished to a fine brilliancy. It has a massive base board mounted on finely carved claw feet. Aside from the beautifully executed and richly designed top carving the most distinguishing feature is the two handsome well turned columns extending on both sides from base board to top. It has double thick bent glass sides and door inclosing a perfectly dust-proof compartment fitted with four adjustable grooved shelves. The latter are made of wood but heavy plate glass shelves can be furnished at $3.25 each. This is a large size china closet, size 5 feet, 6 inches high and 3 feet 8 inches wide. We can furnish five mirror panels to take the place of the wood back at $2.25 for each panel. As many panels as desired can be ordered. At least two top mirror panels in back is very desirable. Shipping weight, 175 pounds.

Our Price,..... $25.95

NOTE:—Dinner set herewith illustrated is not included with this china closet. See our fine line of dinner sets listed on pages 142 to 143 of this catalogue.



Elegant Solid Oak China Cabinet $11.95

Beautiful Art-Style Design; Rich Polish Finish; Curved Glass Ends; Large French Bevel Plate Mirror in Top. Hand Carvings.

No. 13F-101. Don't deprive yourself of this necessary piece of furniture for your dining room, when you can buy it now at factory price and have all the time you want to pay for it. There is nothing that shows off pretty dishes to such a great advantage as a fine china closet and there is no article of furniture that will so enhance the appearance of the whole room.

The Price is Very Low In point of price, this high-grade, beautiful, solid oak, richly finished, hand carved China Cabinet represents a bargain opportunity beyond your most sanguine expectations, for it is constructed in one of the largest and finest factories in the world and the care given to its manufacture is equal to that of the highest priced articles offered by most mail order houses. We have forced the price down to the lowest possible point; and with the aid of improved and special machinery we can manufacture them to sell at the sensationally low price quoted above, a price far lower than that for which such a magnificent china cabinet ever has been sold before.

The Easy Way to Pay
$1.50 CASH
Balance 75c a Month

This Dinner Set shown in this cabinet is not included. You will find this beautiful set of dishes fully illustrated and described elsewhere in this catalogue.

Description and Dimensions This beautiful solid oak China Cabinet is of large size, measuring 70 inches high by 32 inches wide. It has double strength bent glass ends. The curved surface of the heavy glass reflecting the rays of light from different angles, shows off the dishes in the cabinet in a pleasing manner and to a brilliant effect. The large French bevel plate glass mirror in top measures 6 by 12 inches. Cabinet has carved top, heavy French legs, adjustable shelves and double strength glass door with lock and key. Shipping weight, 145 pounds.

Our reduced price.....$11.95
Easy Way-to-Pay Terms: $1.50 Cash; Balance 75 cents a Month.

WE CHALLENGE THE WORLD TO EQUAL THESE TWO BARGAINS

New "Art-Style" Design China Cabinet $15.65

Rich and Massive; Made of Finest Quarter-Sawed Oak; Curved Glass Sides and Front; Rich Hand Carvings; Heavy Carved Claw Feet.

No. 13G-138. This is one of the very latest creations of the cabinet makers' art; the finest type of new style China Cabinet and one that would easily sell in city stores for twice our low factory price. Never before in the history of the furniture business was such a grand "Art-Style" China Cabinet offered at such a sensationally low price. Our vast resources and factory connections—our unlimited manufacturing facilities and enormous capital give us the leadership in all things pertaining to housefurnishing and make it possible for us to undersell all other mail order houses, quality considered, and give you all the time you want to pay for what you buy.

Detailed Description This unusually attractive China Cabinet is fine enough for anybody and low enough in price for everybody. It is a magnificent "Art-Style" design of the latest creation constructed of the very choicest selected quarter-sawed oak, air seasoned, kiln-dried and finished to a beautiful polish, that will attract the attention of all who see it. The large French bevel plate glass mirror top measures, 18 by 6 inches. It is set in a handsome top, the beauty of which is further augmented by the rich carving.

$2.25 CASH
Balance $1 a month

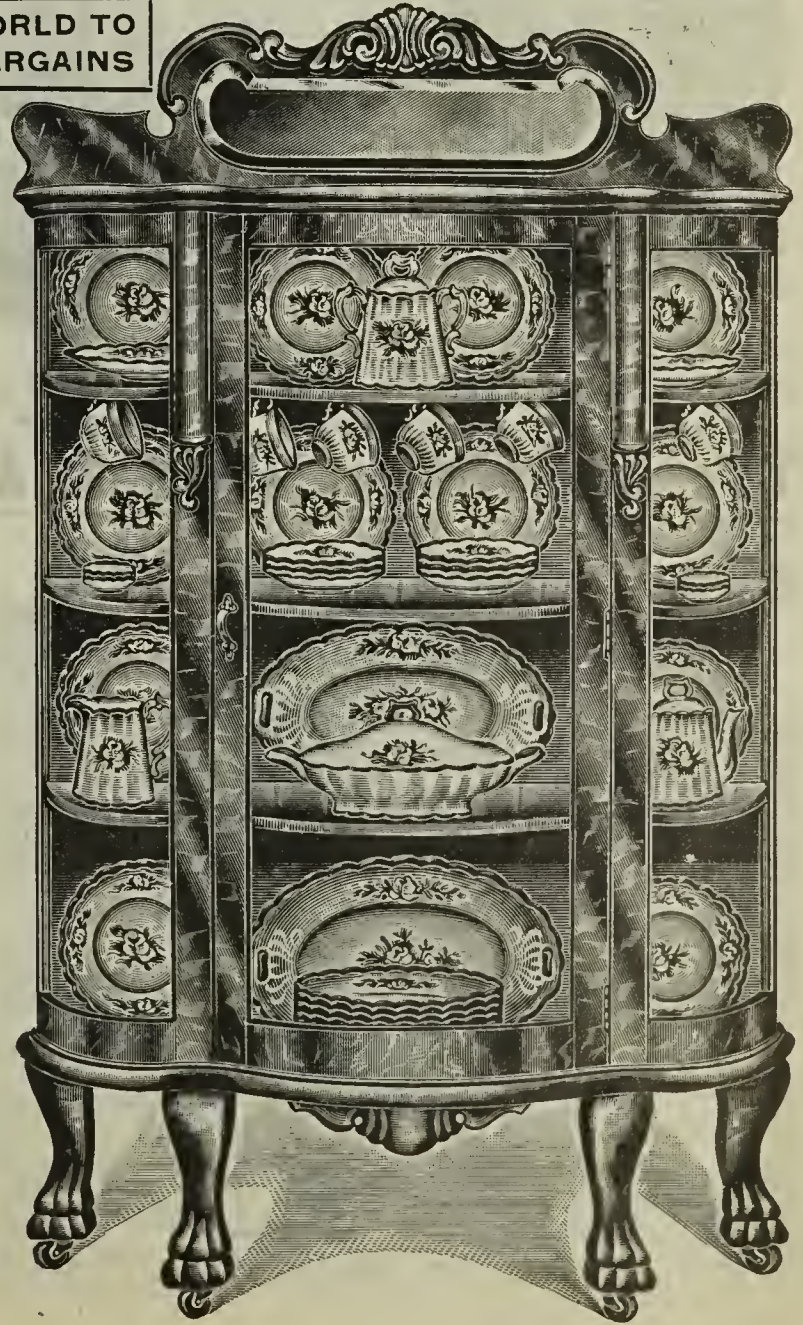
The large double thick glass door is fitted with lock and key. The heavy bent glass ends are set in a perfectly jointed frame work and all parts are expertly fitted so as to make the cabinet absolutely dust proof. The beautiful wavy grain of the oak, the artistic scroll work in door, the heavy French legs and brass trimmings combine to make this cabinet the most attractive article of the the kind ever sold.

It stands 64 inches high and measures 36 inches wide and 16 inches deep. Fitted with three adjustable grooved shelves.

The Fine Dinner Set you see in the picture can be furnished at moderate additional cost. We sell dinner sets for less than most dealers pay at wholesale. You will find these dinner sets illustrated and described elsewhere in this catalog.

We exercise the greatest care in packing, crating and preparing our China Closets for shipment. We can safely guarantee perfect delivery. Do not be worried about freight charges for they are not to be considered in view of the splendid savings you effect on account of our extremely low price.

No. 13G-138. Quarter-Sawed Oak China Cabinet, like illustration. **Our Price.....$15.65**
Credit Terms: $2.25 Cash: Balance $1.00 a Month.



Art-Style China Cabinet

$2.50 Cash

No. 13G-129. Exactly like illustration; made of thoroughly seasoned beautiful quarter-sawed oak with a rich golden finish, or Early English finish as ordered. Double strength heavy glass door and bent glass sides. Measures 5 ft. 8 in. high and 3 ft. 2 in. wide. Richly carved heads on top panel. Large French bevel mirror in top, 15¼ x 5½ inches. We will ship it to you on 30 days free trial. After you have proved what a wonderful bargain it is you may finish paying for it at rate of **$1.00** a month. Shipping weight, 150 pounds. **Our Reduced Price** **$16.65**
Terms: $2.50 Cash; $1.00 Monthly.

An Unusual Bargain

$3.50 Cash

No. 13G-132. Made of elegant **quarter-sawed oak,** rich golden polish finish, or Early English, as ordered. Beautiful leaded glass door top. Bent glass door and bent glass sides—exactly like the picture. Genuine Art Style design, very handsome. Three adjustable, removable grooved shelves. French legs; carved claw feet. Height, 5 ft. 7 in., width, 3 ft. 7 in. This is a most wonderful bargain in a strictly high grade, superior China Closet; and you would have to pay almost twice our low price to equal it anywhere else. Shipping weight, 175 pounds. **Our reduced price** **$22.95**
Terms: $3.50 Cash; $1.75 a Month.

Massive and Beautiful

$5.00 Cash

No. 13G-135. We save you almost half in the cost of this exquisitely beautiful quarter-sawed oak China Cabinet and give you a year to pay for it while you are using it in your home. It is elegantly finished in a rich shade of golden and hand polished; Early English finish will be furnished if so ordered. Height, 6 feet; Width, 3 ft. 8 inches. Has bent glass ends and door. Beautifully carved heads on mirror top. Mirror measures 32¾ x 7½ inches. Has hand carved claw feet, extra large and elegant. Shipping weight, 200 lbs. **Our reduced price** **$32.50**
Terms: $5.00 Cash; $2.50 a Month.

Elegant New Design

$2.75 Cash

No. 13G-130. Quarter-sawed Oak China Cabinet. Faultless construction, elegant design, rich finish and choice material. Choice of Golden or Early English finish. Note the beautiful mirror top with its two art shelves and its rich hand carving. French bevel mirror measures 16 x 6 inches. This full size cabinet is exactly as shown. Stands 5 ft. 10 in. high by 3 ft. 4 in. wide, has best quality double thick glass sides and door, three adjustable groved shelves. French legs. Fitted with finest brass trimmings. Shipping weight, 175 pounds. **Our reduced price** ... **$18.45**
Terms: $2.75 Cash; $1.25 Monthly.

Elaborate China Cabinet

$3.50 Cash

No. 13G-133. Rich, new, exclusive Art-Style design. This cabinet is of large proportions and made throughout of selected quarter-sawed oak. The finish is hand polished and can be had in either golden or Early English, please state preference. Note the rich carving on the massive rounded front pillars. Heavy French legs; carved claw feet. Double strength bent glass ends and door. Three adjustable grooved shelves; carved top. Size: 5 ft. 10 in. high by 3 ft. 6 in. wide. Shipping weight, 200 pounds. **Our reduced price** **$25.35**
Terms: $3.50 Cash; $1.75 a Month.

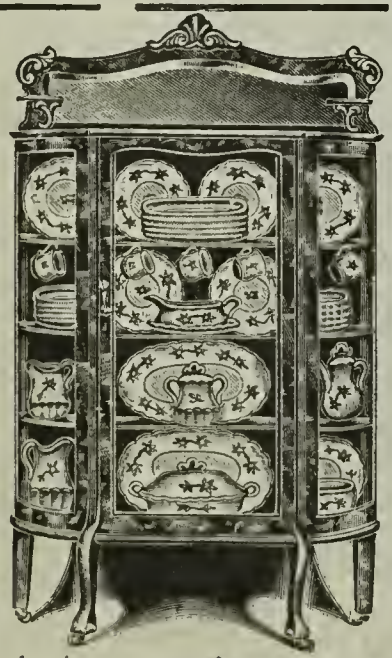
Canopy Top China Cabinet

$5.00 Cash

No. 13G-136. This China Closet is built of the choicest air-seasoned, kiln dried, selected, flaky grain, quarter-sawed oak into this magnificent exclusive "Art-Style" design, with heavy rounded pillars, beautifully carved. The full length fashion mirror, under canopy, measures 40 x 8 inches, and is the finest French bevel plate. Rich, elegant, hand polish finish, golden or Early English, whichever you order. Extra large bent glass door and bent glass ends. Massive hand carved claw feet. Finest brass trimmings. Shipping weight, 200 pounds. **Our reduced price** **$34.75**
Terms: $5.00 Cash; $2.50 a Month.

The Home Favorite

$3.00 Cash



No. 13G-131 This massive China Cabinet with its beautiful large mirror top is the choice of thousands. Constructed of choice quarter-sawed oak; Golden or Early English finish. Height 5 ft. 10 in., width, 3 ft. 8 inches. The door is fitted with a double thick glass. Has bent glass sides. French pattern legs, fitted with three adjustable grooved shelves. Extra French bevel mirror measures 6 x 30 inches. Shipping weight, 175 pounds. **Our reduced price** **$20.75**
Terms: $3.00 Cash; $1.50 a Month.

New Art Style Design

$5.00 Cash

No. 13G-134. Magnificent, quarter-sawed oak China Cabinet with massive Grecian pillars and rich carving. This choice quartered oak cabinet is brilliantly polished. Finished in beautiful golden or Early English, state which you want when you order. The heavy French legs are a continuation of the beautiful columns and end in finest hand carved claw feet. Height of cabinet, 5 ft. 10 in.; width, 3 ft. 10 in. The large curved front is on hinges and is set with double strength bent glass. Has bent glass ends; three adjustable shelves. Exactly as shown. Shipping weight, 200 pounds. **Our reduced price** **$30.50**
Terms: $5.00 Cash; $2.50 a Month.

Best On The Market

$5.75 Cash

No. 13G-137. Regular $50 value; our price now only **$38.50.** Made of beautiful solid quarter-sawed oak. Hand polish finish, golden or Early English as you prefer. Massive round pillars, large bent glass ends; finest leaded glass top exactly as shown. Height, 5 ft. 10 inches. Width, 3 ft 10 in. Three adjustable, grooved shelves. Heavy carved claw feet; finest cabinet work, nothing better at any price. Shipping weight, 200 lbs. **Special reduced price** **$38.50**
Terms: $5.75 Cash; $2.50 a Month.

ART-STYLE Chinaware

We Show the Finest Line of Artistic Dinner and Toilet Sets Ever Offered

Take special note of the fact that all dishes consisting of two parts are counted as two pieces. For example: In our 100 and 112-piece sets, we furnish two Tureens with covers and as each dish consists of two parts, it will count as two pieces. Our butter dish consists of three parts, therefore it is counted as three pieces. This fact should be borne in mind when checking up the number of pieces in your dinner set.

We guarantee to deliver all chinaware to your station in perfect condition. If any pieces are broken in transit, have freight agent make notation on your freight receipt, then send us the receipt and we will replace such pieces free of any charge. We can always furnish new pieces at a reasonable price as these sets are standard and carried in stock all the time.

WHAT OUR 55-PIECE DINNER SET CONSISTS OF

No. of Pieces	
6	½ Doz. Butter Dishes
6	½ Doz. 4-inch Fruit Saucers
6	½ Doz. Dinner Plates
6	½ Doz. Deep Soup Plates
6	½ Doz. Pie Plates
6	½ Doz. Saucers
6	½ Doz. Cups
3	1 Butter Dish, Drainer and Cover.
1	A 11½-inch Meat Platter
1	A 13½-inch Meat Platter
2	One 8-inch Covered Vegetable Tureen
1	An 8-inch Vegetable Dish
1	A Sauce Bowl
1	A Pickle Dish
2	A Sugar Bowl, with cover
1	A Cream Pitcher
55	Pieces in all.

WHAT OUR 100-PIECE DINNER SET CONSISTS OF

No. of Pieces	
12	Cups
12	Saucers
12	Pie Plates, 7½"
12	Soup Plates 8½"
12	Dinner Plates 9½"
12	Fruit Saucers 5¼"
12	Butter Dishes
3	Butter Dish, Cover and Drainer
1	Meat Platter 11½"
1	Turkey Platter 13½"
4	2 Tureens with Covers
1	Vegetable Dish 8"
1	Sauce Boat
1	Pickle Dish
2	Sugar Bowl with Cover
1	Cream Pitcher
1	Gravy Bowl

Our 112-Piece Dinner Set consists of all the pieces contained in our 100-Piece Sets with the addition of 12 Tea Plates.

ABOUT OUR TOILET SETS

OUR 6-PIECE TOILET SETS CONSIST OF

No. of Pieces	
1	Wash Bowl
1	Large Pitcher
2	Chamber, with Cover
1	Mug
1	Soap Dish

Note: Our 7-Piece Sets are the same as the 6-Piece, with the addition of slop jar; and our 8-Piece Set has slop jar with cover.

OUR 10-PIECE TOILET SETS CONSIST OF

1	Wash Bowl
1	Large Pitcher
1	Small Pitcher
1	Tooth Brush Holder
1	Mug
3	Soap Dish with Drainer and Cover
2	Chamber with Cover

Our 12-Piece Sets are the same as the 10-Piece Sets, with large covered slop jar added.

Shipping weight: 6-Piece Set, 50 lbs.
" " 10 and 12-Piece Sets, 85 lbs.

They are carefully packed and guaranteed to reach you in first class condition.

OUR LEADER IN A PLAIN WHITE SERVICEABLE DINNER SET, $5.98

At $5.98 we offer a complete 100-Piece Dinner Set in plain white, and at $7.95 we offer this set neatly decorated with gold around the edges. It is made of best quality white American Porcelainium, of a beautiful design. We take especial care in packing and shipping so that each piece will reach you in perfect condition.

Shipping weight, 100 pounds.

30E-130. Our price, 55-Piece Gold Decorated Dinner Set **$4.90**
30E-140. Our price, 100-Piece White Dinner Set **5.98**
30E-141. Our price, 100-piece Gold Decorated Dinner Set **7.95**

OUR SPRIG DESIGN DINNER SET IS FINE VALUE AT $5.40

You will be delighted with this High Grade Dinner Set, which at our price is the bargain wonder of the year. The body of the ware is thin and light in weight, with a deep, glossy glaze, and pretty, green, blue or brown underglazed decorations that will not wash off. The shape is new and attractive—in short, this dinner set is far superior to those offered elsewhere with fancy names at double our price. Shipping weight, 100 pounds.

30E-131. Our price. 55-Piece Dinner Set **$5.40**
30E-142. Our price, 100-Piece Dinner Set **8.50**

OUR "OLYMPIA" DINNER SET AT $6.65 DEFIES COMPETITION

This Dinner Set is one of the best grades ever offered in fine quality American Porcelanium. Every piece is gracefully modeled and handsomely decorated with three-color decorations, forming a striking resemblance to the original flower. The ware is pure white, almost transparent, and the decorations are applied in a most thorough and reliable manner, guaranteed not to wash off. We pack and ship it to reach you in perfect condition. Shipping weight, 100 pounds.

30E-133. Our price, 55-Piece Dinner Set **$6.65**
30E-145. Our price, 100-piece Dinner Set **10.50**
30E-146. Our price, 112-Piece Dinner Set **11.65**

GOLD LINED, PROFUSELY DECORATED DINNER SET, REDUCED TO $6.95

One of the Choicest Values in a Genuine Porcelanium Dinner Set. The body is milk white, of uniform thinness, with perfect glazing over the pretty vari-colored decorations of conventional flowers and scrolls. It is further ornamented with bright gold tracings around the edges, handles and knobs. This is a very rich pattern and sure to please anyone desiring something different. Just the service to harmonize with a well finished dining room. Shipping weight, 100 pounds.

30E-135. Our price, 55-Piece Dinner Set ..... **$ 6.95**
30E-149. Our price, 100-Piece Dinner Set **11.95**
30E-150. Our price, 112-Piece Dinner Set **13.25**

ROSE DESIGN, GOLD TRIMMED DINNER SET, NOW $7.25

This splendid Dinner Set must be seen to be fully appreciated. Lovers of dainty china-ware will appreciate this rich dinner service, as the decorations consist of white, pink and blue roses, with a deep gold band around the edges, handles and knobs. It is of an exceptionally beautiful pattern, the body being made of best grade Porcelanium, much thinner than the ordinary dinner ware offered elsewhere at our figure. Will be packed to reach you in perfect condition. Shipping weight, 100 pounds.

30E-136. Our price, 55-Piece Dinner Set ..... **$ 7.25**
30E-151. Our price, 100-Piece Dinner Set **12.50**
30E-152. Our price, 112-Piece Dinner Set **13.75**

Our Leader, $1.79

This choice Toilet Set is made of the very best American semi-porcelain. The shapes of the different pieces are entirely new and harmonize beautifully with one another; and the design is a particularly neat one. Note the antique scroll handles and gracefully outlined bodies of the different pieces, all of large proportions. The slop jar is bailed and the set is in every way up to the highest standard of quality. It will be found much more artistic and beautiful than the ordinary set selling by others for more money and it is just as serviceable as it is handsome. You will save considerable in buying this set direct from us as the freight amounts to almost nothing and you are assured of a genuine "Art-style" chamber set for much less money than your local dealer would charge you for a common cheap set. Shipping weight, 60 pounds.

30E-122. Our price, 6-piece Toilet Set.....**$1.79**
30E-123. Our price, 8-piece Toilet Set **2.65**

Splendid Toilet Set, $2.85

This is the greatest value ever offered in a genuine crystal clear American semi-porcelain Chamber Set. This is super-fine ware that has the double guarantee of ourselves and the maker. It comes from a famous potter who makes all of our art-style chamber sets according to our special order. Only the finest of materials are used—and the most careful workmanship. This set is extra highly glazed and the surface presents a glistening whiteness not found on the ordinary. The design is entirely new and extremely handsome and the decorations are beautifully blended shades of green, blue or brown. This set consists of 10 and 12 large pieces, as shown in illustration. 10 pieces without slop jar and cover. Shipping weight, 85 pounds.

30E-124. Our price, 10-piece Toilet Set..**$2.85**
30E-125. Our price, 12-piece Toilet Set.. **4.50**

Art Style Toilet Set, $3.98

This is one of the latest and most elegans patterns ever offered in a chamber set. It it distinctive—it is above the ordinary, and can be distinguished at a glance as very superior ware. It is made to our special specifications for our fine city and country trade and on account of our heavy traffic in this ware we are able to purchase it at a great advantage. Our great saving in the buying of these sets is your saving for we add but one small profit to the actual factory cost. This is geniune art-style ware of beautiful design and with most artistic under-glazed decorations in natural colors. The set contains 10 and 12 pieces. 12-piece set includes slop jar and cover. In ordering be sure to indicate choice. Shipping weight, 85 puonds.

30E-126. Our price, 10-piece Toilet Set..**$3.98**
30E-127. Our price, 12-piece Toilet Set.. **6.48**

Our Best High Art Toilet Set, $4.25

Our extra high grade "art-style" crystal clear American semi-porcelain Toilet Set. This handsome set contains 10 and 12 pieces (as itemized on page 139 upper right hand corner). It is extra highly glazed and of pure even crystal white. The graceful lines of each piece in this set are the conspicuous evidence of these exquisite designs And the handsome floral decorations add a finishing and refining tone seen only in our fine art-style ware. The outer edge of each piece is decorated with gold and the floral decorations are beautifully tinted and of perfect, natural colors, applied by a special process under the glaze insuring a permanency of colorings not found in other sets sold at our figure by other dealers. The quality of this set is above reproach and cannot be equalled anywhre else in the U. S. for less than $10. Shipping weight, 85 pounds.

30E-128. Our price, 10-piece Toilet Set..**$4.25**
30E-129. Our price, 12-piece Toilet Set.. **6.75**

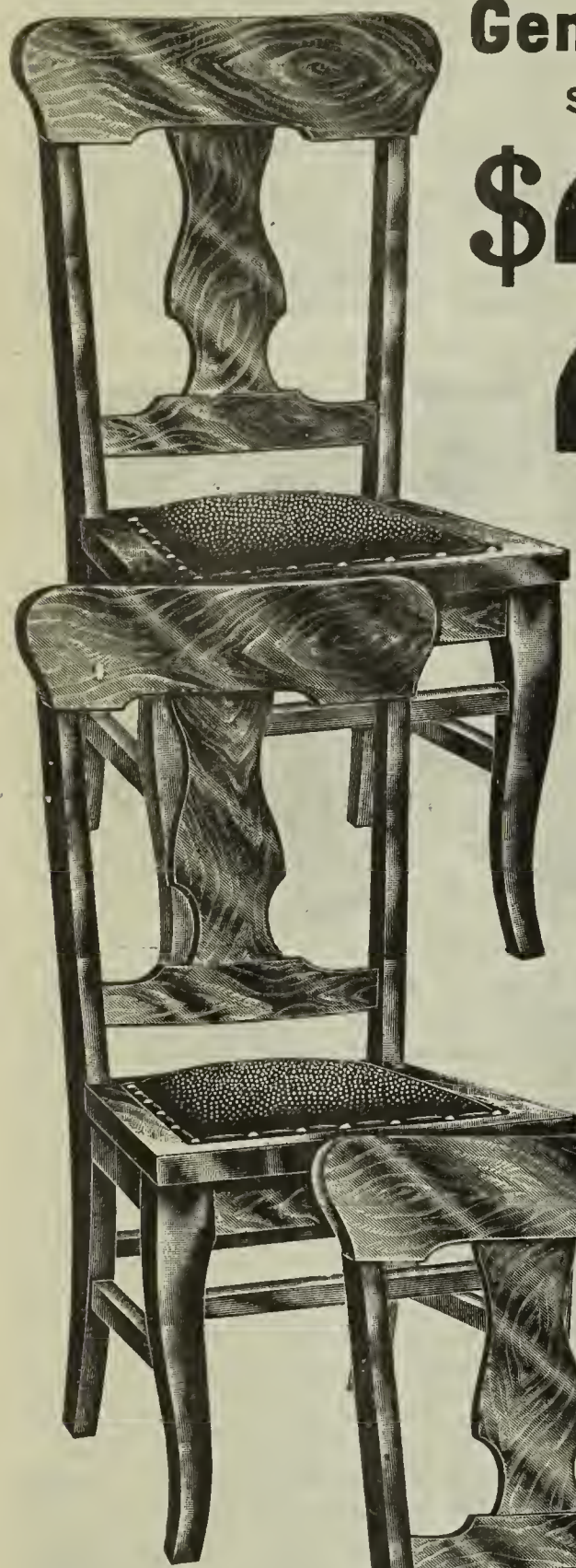
Six Dining Chairs

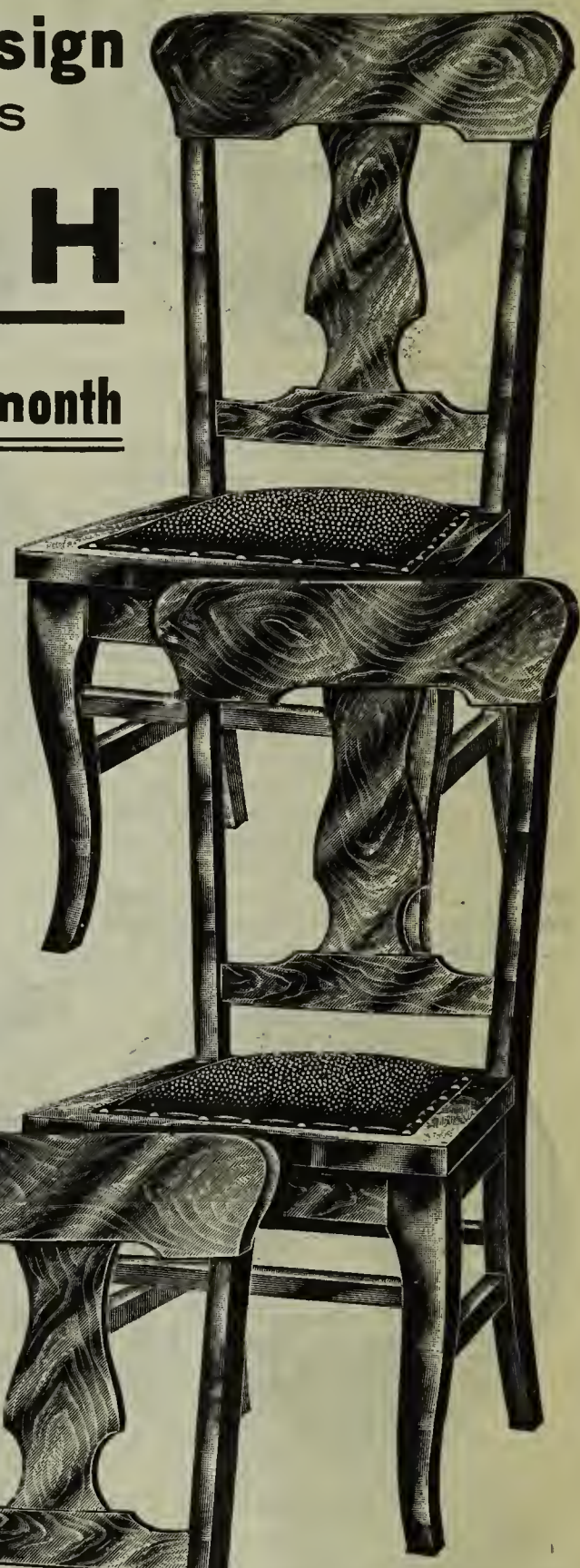
Genuine Art-Style Design

SOLID OAK; LEATHER SEATS

$2 CASH

Balance $1 a month





No. 15G-215. These chairs are all solid oak, with a rich finish. They have upholstered seats covered with a superior grade of Boston Leather. The frames are genuine Art Style, and, as the picture shows, are much better and more beautiful than were ever before offered at such a very moderate price.

Do You Know that dining chairs get more strain than any other article of furniture? Some houses are willing to risk quality for a low price and will offer cheap chairs that will shrink and warp and fall apart after they have been used for a while. We want you to think of these things when you go to buy—we want you to be posted so you will thoughtfully examine and compare values. We know that if you do this you will decide in favor of these magnificent diners shown on this page, for they are made in one of the finest equipped chair factories in the world and are so thoroughly well made and richly finished that they will last indefinitely and always be a credit to the room in which they are placed.

These Superior Chairs are fine enough to use for "best" in the sitting room or in the parlor. They are built along correct lines and will be found the most comfortable dining chairs made. Our special reduced price for the entire set of six solid oak chairs, as illustrated only,

$12.65

Terms, $2.00 Cash; Balance, $1 a month

Shipping Weight, 90 lbs.

Six Beauties

If you want your dining room to look "dressed-up" you should get these handsome chairs. The room where you eat is always the room that ought to look the best of all in the house. The way to make it look right is to have it furnished right. These elegant chairs will completely transform the appearance of your room and make it look the way you have always wanted it to look. Our low price and easy terms make it easy for you to have them now. Order to-day!

Order by No. 15G-215

Sold Only In ½ Doz. Sets

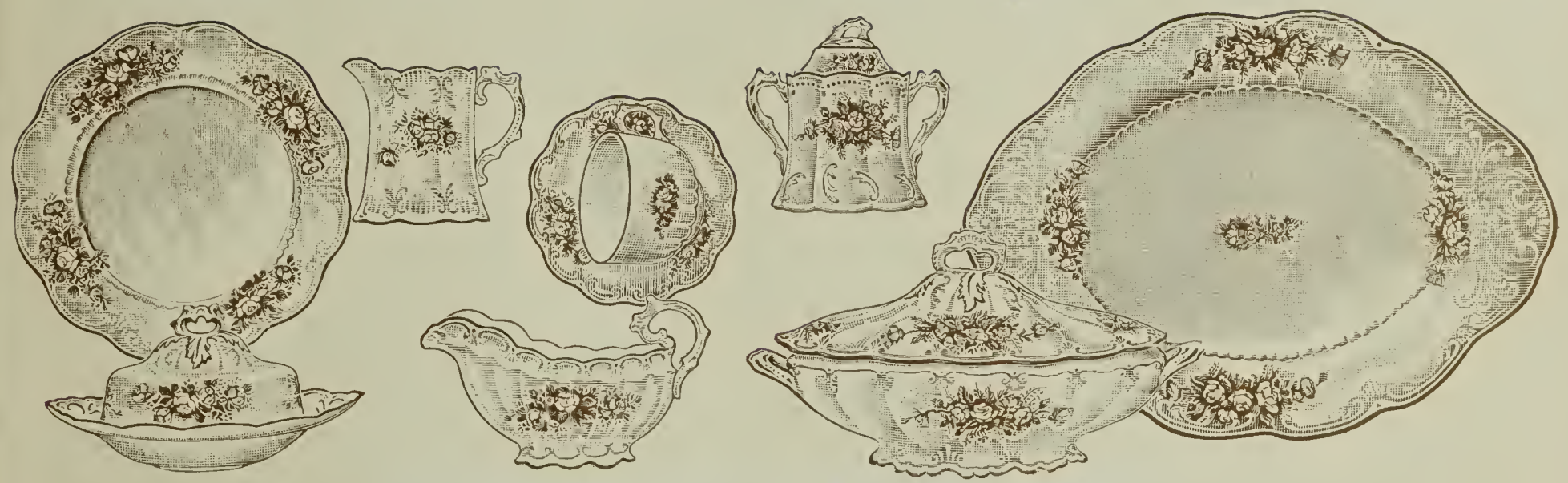
Splendid Quality

Isn't it a satisfaction to have good things—things that don't wear out before their time? Of course it is! And it's not only satisfaction—it's real economy. When you buy this splendid set of six chairs you have a set that will last. Notice how well made they are; how strong and substantial; how artistic the design, and how perfect the quality of the solid oak; the finish, too, is perfect. These are chairs worth having; they are the kind that satisfy.

This Beautiful, Decorated, High Grade Dinner Set at $6.75.

Artistically ornamented with beautiful natural colored decoration of Clover Heads interspersed with green leaves and foliage, rich in appearance and elegant in every detail. Your table will bear a tone of refinement if graced with a set of this best quality American porcelain, clear white in color, hard, transparent glaze, thin edges, being substantial and durable owing to the extremely hard firing process. The illustration cannot do justice to the beautiful shades of the decoration, and it must be seen to appreciate how fully it harmonizes with the snowy white color of the ware. We will ship it to you on approval. You need not keep it if it is not as represented. Shipping weight 100 lbs.

Catalogue No.		Price	Terms
30 G-200	55 piece Dinner Set	$6.75	($1.00 Cash; balance 50c a month)
30 G-201	100 " " "	10.50	($1.50 " " 75c ")
30 G-202	112 " " "	11.95	($1.50 " " 75c ")



Our English Rose Dinner Set $11.75 for 100 Pieces.

This splendid Dinner Set is distinguished for the beauty of its pattern and decorations. It is made of high grade American porcelain, snowy white in color with transparent glaze. The decoration consists of a beautiful combination of English roses with foliage, grasses and leaves. It is applied by special process and fired into the glaze, guaranteed never to wash or wear off. The largest and foremost potteries in the world are attracted by our enormous purchases, and by concentrating our order for our great stores and our mammoth mail order institution, we get the lowest prices, and therefore are able to offer Dinner Sets to you at correspondingly low figures. We pack and ship to reach you in perfect condition. Shipping weight 100 lbs.

Catalogue No.		Price	Terms
30 G-203	55 piece Dinner Set	$ 7.25	($1.00 Cash, balance 50c a month)
30 G-204	100 " " "	11.75	($1.50 " " 75c ")
30 G-205	112 " " "	12.95	($2.00 " " $1.00 ")

We Offer This New Art Style 100-Piece Dinner Set for $14.50.

This beautiful pattern has been designed especially for us, and the decoration produced to harmonize with the shape and style; and the effect is most pleasing and artistic. The ware is made from imported clays exclusively, with a genuine china glaze, giving it the effect of the most expensive china (in all except transparency), being made of just sufficient weight and thickness to insure durability, each piece ornamented with scroll work which has been elaborated by tracing of pure coin gold. The decoration is a complete wide border of new Art design, surrounded with festoons of roses, buds, foliage and green leaves, making a beautiful combination especially adapted and arranged for this set. Pure coin gold gives a magnificent finish. We furnish it in 100-piece and 112-piece sets only, carefully packed insuring safe delivery. Shipping weight 100 lbs.

Catalogue No.		Price	Terms
30 G-206	100-piece Dinner Set	$14.50	($2.00 Cash; balance $1.00 a month)
30 G-207	112 " " "	$15.69	$2.25 " " $1.00 a month)

Unparalleled Bargains in Parlor Lamps

Challenge

Parlor Lamp No. 26 G 113

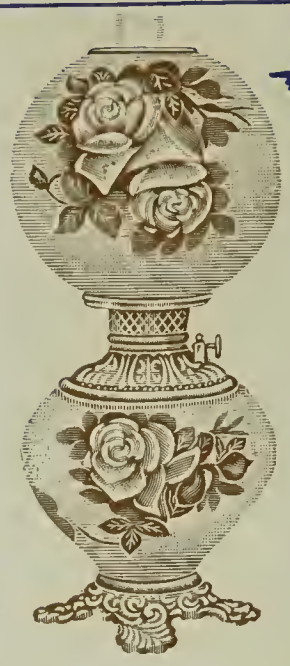
Has late improved No. 2 burner, far superior to the ordinary. Cheap lamps don't give satisfaction. This "Challenge" at 98c is the only strictly high grade low priced parlor lamp made. Other mail order houses ask $1.25 for this grade. Beautiful embossed design on globe and bowl; richly tinted green shading to white with sprays of red wild roses. Stands 15 in. high. Globe 7½ inches in diameter. Best double strength chimney. Shipping weight 30 pounds Our challenge price **98c**

Asthore

Parlor Lamp No. 26 G 117

We offer this 20 inch Art Style Parlor lamp complete, for only $1.95. It is made in accordance with the latest, improved process of casting and firing. It is 20 in. high, has 9 inch globe, improved smokeless No. 3 burner; 4 inch ring and cast brass finished base. The decorations consist of deep pink Roses with dark green leaves and stems on a dark green and yellow tinted background. Shipping weight 30 pounds.

Our reduced Price - - **$1.95**



Rosalie

Parlor Lamp No. 26 G 121

On account of its many improved features, this Art Style Parlor Lamp is one of our best values. $3.25 is a low price for a lamp like this, with a removable brass Royal Oil fount, improved No. 2 Center draft Smokeless burner; thick crystal glass chimney and best polished brass trimmings. The decorations consist of large fullblown roses with green leaves on an orange shading to yellow tinted background. Height 21½ in.; diameter of globe 9 in. Shipping weight 35 pounds. Our reduced price - - **$3.25**

Cupid

Parlor Lamp No. 26G114

Magnificent design of cupids in crescent of roses. Bowl and globe beautifully tinted blue shading to white. Art style bowl; carved bronze base; improved non-smokable No. 2 burner; double strength chimney. Height 16 inches. Diameter of globe 7½ inches. Gives strong yet soft light. Shipping weight 30 pounds. We sell our lamps on the same small percentage of profit as we do all other housefurnishings, that accounts for this high grade lamp being offered by us now for only **$1.25**

Lute

Parlor Lamp No. 26G118

We have reduced the price of this superior Art Style Parlor Lamp from $2.85 to $2.25. It is of large size, measuring 22 inches high; has 9 inch globe; improved No. 3 smokeless burner; crystal glass chimney and 4 inch ring. The beauty of the cast brass mountings are in keeping with the wonderfully rich decorations, consisting of deep red roses with green leaves on a tinted orange and pink background. Shipping weight 30 pounds. Our reduced price - - **$2.25**

Wurth

Parlor Lamp No. 26G122

You get size, beauty and every improved feature, in this high, grade Art Style Parlor Lamp. It stands 26½ inches high and is mounted on cast brass feet. The body is vase shaped, has a beautiful brass crown and like the 9 inch globe is decorated with deep red poppies on a tinted background of green and ivory. Removable Royal Oil fount, improved No. 2 Center Draft smokless burner and crystal glass chimney are fine features. Shipping weight 35 pounds. Price - - **$3.75**

Meredith

Parlor Lamp No. 26 G 115

A favorite parlor lamp regular Crockery dealers offer as their best bargain at $2. The decorations are of large American Beauty Roses with green foliage, on a tinted background of pink and ivory. The lamp has an open cast brass base, polished and lacquered. It is 18 inches high; with a 7½ inch globe; improved smokeless No. 2 brass burner and double strenght crystal glass chimney. Shipping weight 30 pounds. Our price **$1.39**

Phoenix

Parlor Lamp No. 26 G 119

Extra fine decorations, removable brass oil fount, improved No. 3 smokeless burner and heavy cast brass base are features that place this lamp fa above those offered by other dealers for $2.48. Remember this lamp has a removable oil fount, a 9 inch globe and is 22 inches high. A spray of beautiful pink wild flowers with green foliage on a green and orange background form the decorations. Complete with crystal glass chimney. Shipping weight 35 pounds. Our reduced price - - **$2.48**

Paquin

Parlor Lamp No. 26 G 123

The beautiful decoration is the work of high class artists and consist of cleverly executed red and pink chrysanthemums with dark green leaves and stems upon a sky blue shading to olive green tinted background. It measures 25½ inches high; has improved center draft smokeless burner, removable Royal oil fount with crown to match the base; crystal glass chimney and 10 in. globe. Increase the attractiveness of your parlor with one of these lamps. Shipping weight 35 pounds. Price **$4.50**

Berlin

Parlor Lamp No. 26 G 116

This graceful Art Style Parlor Lamp has an 8 inch globe and stands 19 inches in height. It is a larger lamp than you can buy elsewhere at our price. The decorations are beautiful and consist of pink daisies with green leaves on a beautifully tinted green and olive background. Has oil fount of ample capacity; cast brass base, No. 2 smokeless brass burner and crystal glass chimney. Shipping weight 30 pounds. Our price - - **$1.55**

Pansy

Parlor Lamp No. 26 G 120

This beautiful Parlor Lamp is decorated with faithfully executed red and purple violets on an exquisitely tinted sky blue shading to white background; it has the improved center draft No. 2 smokeless burner; removable Royal Oil fount, 8 inch globe and cast brass trimmings. The height is 20 inches and the chimney is double thick crystal glass. Special features are the improved center draft, removable fount and exquisite decorations. Shipping weight 35 pounds. Our reduced price - **$2.95**

Delsarte

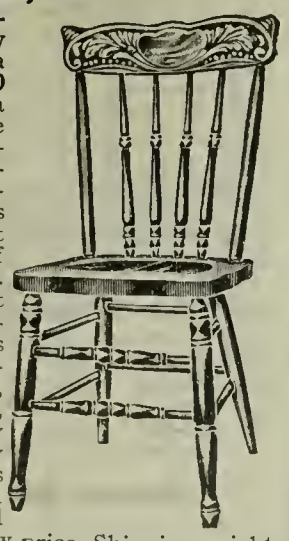
Parlor Lamp No. 26 G 124

75c cash, and 50c a month for the balance, are the easy terms for this Art Style Parlor Lamp. The decorations are red and blue wild roses on a tinted background of deep red and ivory. It has a heavy cast brass base and a crown to match; improved center draft smokeless burner; Royal removable oil fount and crystal glass chimney. Height 28½ in.; diameter of globe 11 in. Shipping weight 35 pounds. Our reduced price - - **$5.75**

75c cash, 50c a month

65c---DINING ROOM CHAIRS AND ROCKERS---$6.25

Our Leader, 65c



No. 15E-101. This splendid Dining Chair is sold by other mail order houses at a price ranging from 25 to 50 per cent. higher than ours—a fact that will at once be realized by actual comparison. We invite comparison and defy competition because we know this chair to be made under most economic conditions and of the better grade material. This chair is made of choicest elm and finished in a beautiful shade of golden. It has fancy turned spindles, elaborately carved top panel, neatly shaped wood seat, legs strongly reinforced by artistic spindles all securely glued and fastened. It is both strong and neat and artistic—not the awkward chair usually sold at this low price. Shipping weight, 10 pounds.

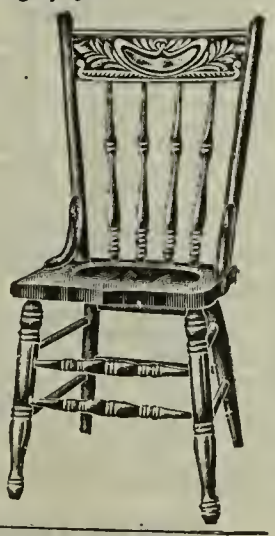
Our price 65c

Worth $1.25, Only 79c

No. 15E-102. This handsome Chair is made of finest rock elm, finished in rich golden shade. There is no veneer used in the construction of this chair, all parts being solid which insures greatest service. You will note that this chair has the bearing of the more expensive sort—it is not the rough, heavy, clumsy looking chair sold by others at this price, but a superior art-style chair possessing great strength and beauty. The high back has fancy carved top panel; the spindles are all artistically turned and the construction is high grade in every detail. You are saving at least 25 per cent. in the cost of your dining room equipment when you order from this book. Shipping weight, 12 lbs.

Our price 79c

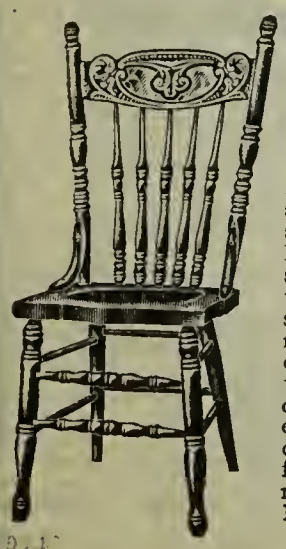
Neat Art Design, 88c



No. 15E-103. A Dining Room Chair that carries with it satisfaction in ample proportions. Made of thoroughly seasoned elm, golden finish. Back braced; seat large and roomy. Straight turned legs and eight spindle stretchers; strong in construction and well made. A high grade chair, with a ridiculously low price which is made possible by our large factory, our large sales and lowest possible production cost. We give you the benefit of every saving.

Our price 88c

Finely Made and Finished, 99c



No. 15E-104. A most dependable Dining Room Chair built with an eye to beauty and durability, constructed of hardwood, golden finish throughout. Has high back; back posts strong and well braced; four-inch top panel, richly embossed; well turned spindles. Seat is heavy and supported by solidly built legs. We challenge comparison with this chair, both as to price and quality. The superior and improved methods employed at our chair factory give us the advantage over all other mail-order houses and makes it easy for us to make better chairs and sell them direct from factory to you for less money. Shipping weighht, 12 pounds.

Our price 99c

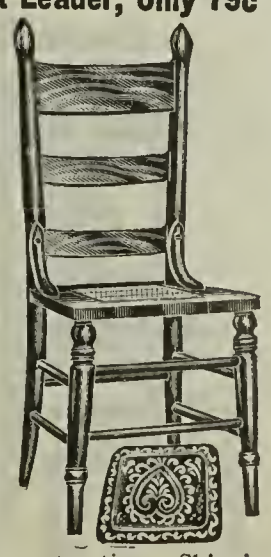
THE LOW PRICES ON THESE CHAIRS

are made possible only because they are factory cost prices plus our small margin of profit. We now use the entire output of the largest exclusive chair factory in existence. Our sales in this department have grown beyond our most sanguine expectations and we now offer you the same advantages of selection as you can find in any of the largest furniture stores in the large cities, and at prices lower than you can buy the same quality of chairs anywhere else in the United States. You have the added advantage of making the selections in your own home and of buying the goods on our easy way to pay plan. The chairs shown in this book are strictly first-class in every detail of construction and finish, the very best that modern machinery and skilled labor can produce. We absolutely guarantee any chair you order from us to be a better article than you can secure anywhere else at the price, and we accept each and every order with the positive understanding that, if when received the goods are not entirely satisfactory in every way, exactly as represented and better value than you can secure elsewhere, you are to return them at our expense and we will immediately refund your first payment together with freight charges you have paid.

You may rest assured that our prices begin where quality begins and if there are cheaper chairs made and sold, the quality of such chairs is also cheaper. We do not sell cheap chairs; but we do sell good chairs at the lowest factory prices—prices that most retail dealers would have to pay at wholesale.

For Credit Terms on all these chairs refer to the table of easy payments or page 5 of this catalogue.

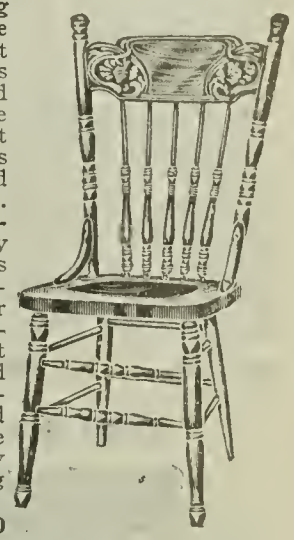
Our Great Cane Seat Leader, Only 79c



No. 15F-201. The lowest price ever placed upon a chair of this kind. It is made in our own factory in large quantities. so as to save in the buying of the materials and in the cost of construction. It is actually worth 20 per cent. more than any chair ever sold by any mail order concern in the world at the same price. In design, in workmanship and in the materials used it outclasses all competition. Made throughout of solid oak and beautifully finished in golden oak; has cobbler seat or fine grade closely braided cane seat (please specify which is wanted); strong brace arms; high panel back, full spindle, construction. Shipping weight, 10 pounds.

Our price 79c

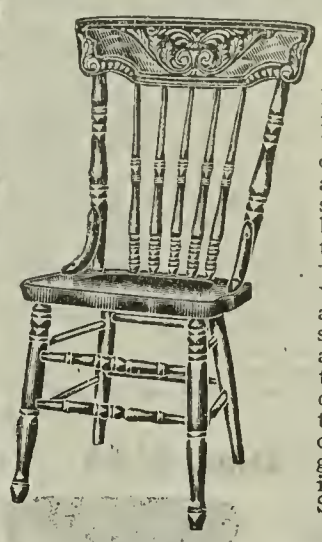
A Great Bargain at $1.10



No. 15E-105. A Dining Room Chair of handsome proportions that will delight the purchaser because of its reasonableness in price and other qualities which make it worth one-half again what we are asking for it. It is made of thoroughly seasoned selected elm, finished golden. Has 6-inch top panel, handsomely embossed; solidly braced arms. Back posts and five spindles are handsomely turned, the latter long and slender, but of remarkable strength. Eight bottom spindles brace and hold together the substantially built legs which stand firmly upon the floor. We guarantee to save you money on this chair. Shipping weight, 12 pounds.

Our price.....$1.10

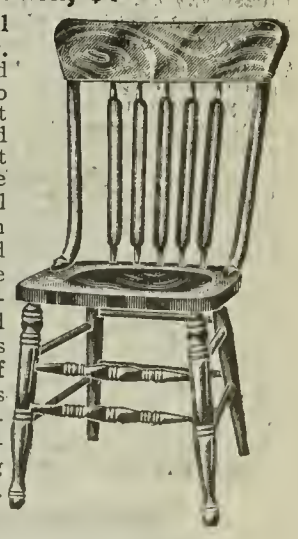
Elegant Design, $1.19



No. 15E-106. This large Dining Chair is made of selected elm and finished in golden. The high back with its broad, richly carved top panel, the artistic, turned spindles so securely fastened and the neat and strongly screwed back braces, combine to make this an extremely desirable chair as well as a most thoroughly well made and substantial article—one that will stand the test of time and always give the most thorough satisfaction. The design is one of the neatest to be found in a wood seat chair. Our large well organized factory is responsible for the low price. Shipping weight, 12 lbs.

Our price $1.19

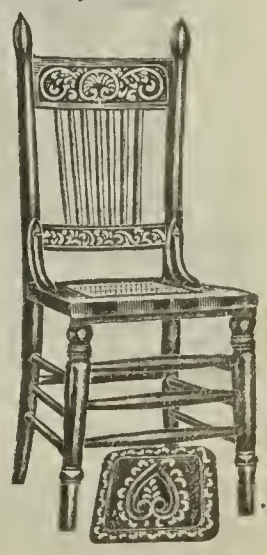
Solid Construction, $1.25



No. 15E-107. A wonderful value in a high grade Diner. The back is broad, formed of fine flat spindles, and two bolted curved back posts. It is topped with a rounded five-inch slat, plain, but richly finished. The legs are graceful, but of wonderful strength. The bottom spindles are turned and handsomely finished. The chair is made of well seasoned and carefully selected elm, golden finish. It is rarely such a combination of high quality and low price is found to exist and no mistake will be made in ordering this high grade dining room chair. Weight, 14 lbs.

Our price $1.25

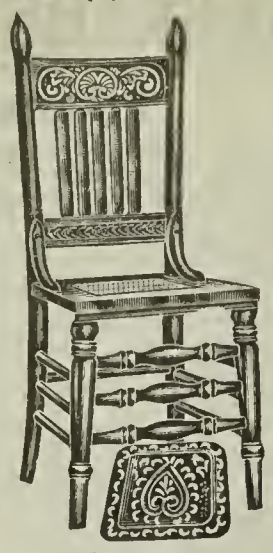
Cane or Cobbler Chair, 98c



No. 15F-202. A beauty in a cane seat Dining Room chair. It is made of plain oak, with a gloss finish. Back posts are strongly braced; has high fancy back richly carved, and handsomely shaped spindles. Seat, tightly woven cane. or embossed cobbler. Throughout of the highest workmanship. An exceptional opportunity of providing yourself with a high grade chair at a cost that would be impossible under ordinary conditions. Weight 12 lbs. When ordering state whether wanted with cane or cobbler seat.

Our price.....98c

Cane or Cobbler Chair, $1.15



No. 15F-203. We illustrate here an extremely elegant Chair built along most artistic lines. You will note that this chair is made throughout of selected solid oak. It has brace arms, and high back with top panel made of choice stock which shows the beautiful wavy grain of the wood. You will also note that this chair is made in either cobbler or cane seat and you should therefore specify on your order which is wanted. You save as we save in the cost of this eleagnt chair for you pay only the actual factory cost plus our small profit. Shipping weight, 12 lbs.

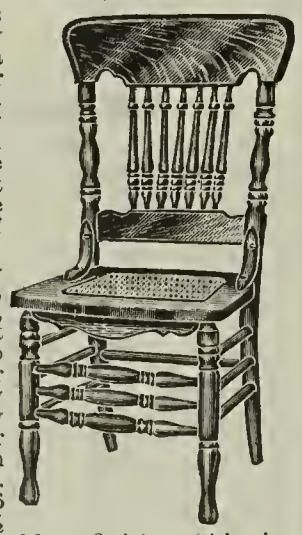
Our price.....$1.15

Solid Oak Diner, $1.48

No. 15L-217. Extra grade Solid Oak Dining Chair. This chair is made of oak that is selected for its beauty as well as its perfect seasoning, and is elegantly finished. It has a high back with carved top panel, best grade cane seat, and extra strongly braced frame. We furnish this style in either cane or cobbler seat. Please state whether you want cane or cobbler seat when ordering. Height 42 inches. Width of Top Back Cross Panel, six inches. Both top and lower back panels neatly carved. Size of seat 17½ by 16½ inches. We positively know that the equal of this superior chair cannot be purchased from any other concern in the world at this low price. Shipping weight about 12 pounds.

Our reduced price.....$1.48

Extra Special Value, $1.69



No. 15L-218. This elegant Dining Chair may be had with either extra grade fine cane seat or our elegant cobbler seat. Please say on your order which you want. When you get this chair you are getting one of the most approved design and one that you will be proud of as long as you keep house; for it is made of the finest highly figured oak, has high back, brace arms, and is made throughout in a manner peculiar to all goods coming from our wonderful chair factory where chairs of quality are made to sell to our customers at rock bottom prices. Height 42 inches. Width of back panel 6 inches. Size of seat 17½ by 16½ inches. Rich golden finish. Shipping weight about 12 pounds.

Our reduced price.....$1.69

Rich Design, only $1.87

No. 15L-219. This is a choice oak, highly finished dining chair of a most attractive design. Note the heavy back panels and the general construction of the chair. The seat frame is fashioned and has a fine cane seat and brace arms. The frame is extra well joined and is of our guaranteed construction throughout. We have now reached the point where we can not only give you a much superior chair, but because of our immense traffic in these goods can offer them to you at much lower prices. This chair may be had with either cane or cobbler seat. Please state on order which you want. It has rich golden finish; stands 42 inches high. Top panel 6 inches wide. Size of seat 17½ by 16½ inches. Shipping weight about 14 pounds.

Our reduced price.....$1.87

Art Style Dining Chair, only $1.98.

No. 15E-114. This extremely beautiful design Dining Chair is made of fine figured quarter-sawed oak and elegantly finished. Has extra deep back panel the top of which is artistically carved; strong brace arms; finest cane seat and extra strong artistic frame well supported by fancy turned spindles. This chair is a product of our own factory and is therefore a most substantially made article. It would be impossible under the present system to send out an inferior chair from this plant and we guarantee you always to get better values and lower prices than elsewhere. All of our dining room chairs are full standard size; they are constructed in the best possible manner, being made of very heavy stock and put together in the most substantial manner. Shipping weight, 14 pounds.

Our price.....$1.98

Worth Double, Oak Diner, $2.10

No. 15E-115. A strongly built, handsome, showy Diner, made of quartered oak well finished. Large, roomy cane seat and broad back, made with a wide, richly carved top panel and a narrow bottom panel, connected by seven handsomely turned spindles and back posts, which are strongly braced and bolted. The front legs are straight and beautifully turned; the hind legs are slightly curved and graceful—in all making this one of the most strongly constructed diners on the market. This is an article that is not only beautiful in appearance but of lasting value. A great bargain at our price. Shipping weight, 13 pounds. Our price.....$2.10

Quartered Oak Chair, $2.25

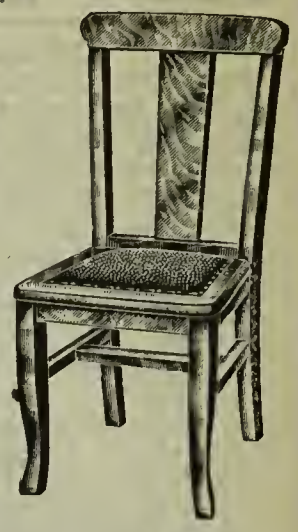
No. 15E-116. A strongly built comfortable Diner guaranteed to give satisfaction. Built of quartered oak throughout, highly finished; fine cobbler seat, large and roomy; long, braced bent posts; back high, consisting of two richly carved and handsomely designed panels. Bottom spindles are turned; legs graceful and stand firmly upon the floor. Remember, when you buy from us you are getting our lowest factory cost price plus our one small profit. The full value is in the goods whatever the price. We produce these chairs in immense quantities for our 10 great city stores and our immense mail order house. Shipping weight 14 lbs.

Our price.....$2.25

An Elaborate Design, only $2.39

No. 15E-117. We call your particular attention to the elaborateness of this design. This chair is artistically fashioned—it is made right, and for this style of chair you could not buy its equal elsewhere in the United States at such a reasonable price. We have the facilities for making and selling chairs, and when you buy this chair you are sharing this advantage to your own material profit. It is made of quarter-sawed oak, highly polished, has fancy carved back panels; brace arms; heavy strong frame and fine cobbler seat. A chair of more artistic design and better construction and finish could not be found elsewhere at such a low price. Shipping weight 14 lbs. Our price.....$2.39

Quartered Oak, Cane or Leather, Diner, $1.98

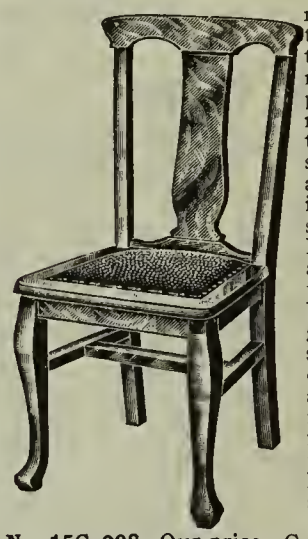


This high grade Dining Chair is built along the most beautiful lines and the most handsome proportions. The wood used in constructing this chair is quarter-sawed oak, finished to perfection. Heavy strong frame; French legs. Patterned, broad back panels. This chair cannot be recommended too highly as it is a most popular design in all our city stores and is so well made that there is practically no wear-out to it. Shipping weight, 14 pounds.

No. 15G-206. Cane Seat.....$1.98

No. 15G-207. Boston Leather Seat ...$2.39

Massive Box Seat Diner, $2.25



We offer you here a box rim cane or leather chair that will harmonize with the finest dining room furniture and add to the appearance of any dining room. Bear in mind that this chair is made of finest selected quarter-sawed oak and finished to a high polish; that it has French shaped extra heavy front legs and back legs curved and run clear through to top of back; that the full box rim seat has an extra grade fine cane or leather seat, as ordered—price of each given below—and that the elegant panels in back are beautifully fashioned. Do not compare this with the ordinary kind, it is superior and it shows it in every line. Shipping weight, 16 lbs.

No. 15G-208. Our price. Cane Seat Chair. $2.25

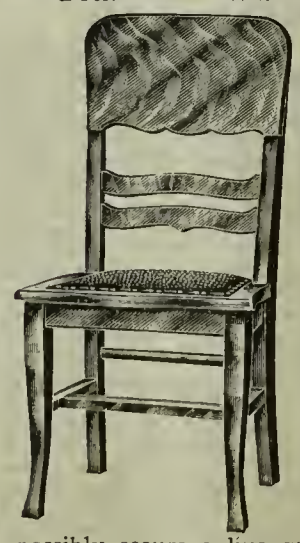
No. 15G-209. Our price. Finest Boston Leather 2.50

Genuine Leather Seat Diner, $2.75

This is a beautiful new Art-Style design in a leather seat full box rim diner which is selling so fast in our city stores that we have ordered a large stock from the factory in order that we can list it here at a little lower price than was originally intended. The reason for its popularity is its perfect design, graceful lines and fine materials. It is constructed of solid quarter-sawed oak of beautiful grain and finish: has a finely arched back of heavy panels which show off the beauty of the wood and the finish to great advantage. The legs are heavy at top and tapered and curved toward the bottom. It is extra well braced. Shipping weight, 16 pounds.

No. 15G-210. Our price. Genuine No. 1 Leather $2.75

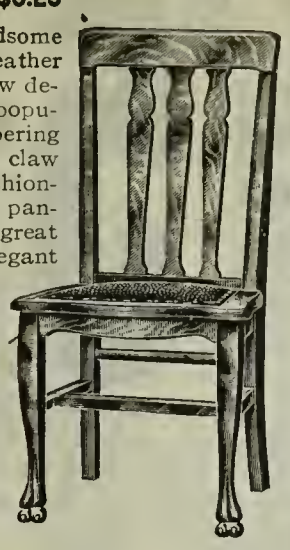
Beautiful Leather Seat Diner, $3.00



This full box rim, genuine leather seat Dining Chair is made of the choicest air-seasoned, kiln dried, highly figured, quarter-sawed oak finished to a mirror like polish. The design is one of richness and elegance as can be seen at a glance at the illustration. Note the beautiful grain of the rich oak in the back panels—also the heavy, French shaped, tapering legs and the elegant full box rim seat with its superior cushion seat covered in the finest grade of No. 1 genuine hide leather. The best equipped chair factory in the world turns out these chairs and the price is guaranteed to be lower than you can possibly secure a like quality elsewhere. Shipping weight, 16 pounds.

No. G-211. Our reduced price.....$3.00

QUARTERED OAK, No. 1, LEATHER SEAT DINER, $3.25



This is a strikingly handsome full box rim, No. 1 hide leather seat dining chair. It is a new design rapidly growing in popularity. It has heavy, tapering legs terminating in carved claw feet. Heavy, artistically fashioned frame and beautiful back panels which show off to such great advantage because of the elegant finish and the natural wavy flake and grain of the wood. We give you every opportunity to own a set of these elegant chairs at the lowest factory cost price and on our liberal terms of credit. Do not hesitate to purchase all the chairs you need, for it's easy to pay the People's way. Shipping weight, 16 pounds.

No. 15G-212. Our reduced price.....$3.25

ELEGANT DINING, ARM CHAIR $6.25

It's customary now-a-days for the head of the family to sit at the end of the table in an arm chair. The low cost of this massive, rich quarter-sawed oak arm dining chair as shown above and our easy terms of credit make it possible for every family now to have one. This chair is so strong and well made that it will last for generations and always be comfortable to sit in and elegant to look upon. It has high paneled back, broad arms, heavy box rim, soft cushion leather seat made of genuine No. 1 hide leather that will last forever, heavy French legs with carved claw feet; exactly like picture and a wonderful bargain.

No. 15G-213.....$6.25
Terms, $1.00 Cash; 50 cents a Month.

NOTHING FINER THAN THIS AT $3.45

Supreme elegance graces every detail of this magnificent dining chair. If you were to pay double the price elsewhere you could not find a more suitable and elegant chair than this. It represents the very finest in design, workmanship, material and finish. It is made of solid quarter-sawed oak which is especially selected for having a beautiful wavy flake and grain; and it is finished to a high polish that will keep its brilliancy. It has a splendid shaped back with well rounded panels of perfect "Art-Style" design. It also has a full box, leather seat, heavy French legs and heavy, hand carved claw feet. Remember when you buy these chairs you are paying only for what you get—you are paying the lowest possible factory cost price plus our small margin of profit. Shipping weight, 16 pounds.

No. 15G-214. Our reduced price.....$3.45

$1.25 "COMFORT" ROCKERS CANE-SEAT SADDLE AND COBBLER $11.95

IT'S EASY TO PAY THE PEOPLE'S WAY

BETTER QUALITIES and LOWER PRICES Guaranteed.

We put every penny's worth of quality into our goods. The prices on these handsome high grade rockers are based on the lowest possible factory cost plus our small percentage of profit. Whether the price is $1.25 or $11.95 the value is in the article—and greater value than it is possible to secure elsewhere, because we now control the greatest and most up-to-date chair factory in the world.

We want you to take advantage of this wonderful opportunity to purchase the finest rockers ever made, at the lowest factory prices. You can have all the credit you want and your orders will receive prompt attention. We show you on this and the following pages a large variety of the best selections ever catalogued and invite the most careful comparison in design, quality and price.

OUR GREAT LEADER, $1.25

No. 15E-127. This fine bedroom or sewing Rocker is of most comfortable proportions and is well made to give lasting satisfaction. This is a fine appearing chair as you will note by the high back with its artistic top panel embossed with design of lion's head and the general outline which is a model of neatness. It is made of thoroughly seasoned hardwood and finished in rich shade of golden. The low price is made possible by our large chair factory in which chairs and rockers can be made of best quality at the lowest possible cost. This rocker is made to give satisfaction and is the best for the money ever pictured in a catalogue. Shipping weight, 15 pounds.

Our price.....$1.25

A FINE ARM ROCKER, $1.59

No. 15E-129. This handsome bedroom or sewing Rocker is made entirely of hardwood and richly finished in a rich shade of golden. The comfortable saddle shaped seat is mounted on short substantial legs; the top panel in back is richly embossed; has high and broad curved arms firmly held in place by six turned spindles. The construction is most thoroughly dependable throughout and absolutely guaranteed to be a better value for the money than can be had elsewhere. This rocker is made in our own factory where the work is thoroughly inspected and uniform quality is assured. Shipping weight, 15 pounds.

Our price.....$1.59

OUR SPECIAL $1.98 ROCKER

No. 15E-142. This high back comfortable Rocker has been designed with an eye to durability and utility rather than mere beauty. Has solid wood seat, extra large and well dished; high flat arms firmly braced by short spindles and stout back posts. Others may sell rockers equally as good at higher prices, but none come near our price with an equal grade of goods, Positively the best rocker ever listed for the money. Shipping weight, 16 lbs.

Our price.....$1.98

A GOOD ROCKER, ONLY $1.37

No. 15E-128. This elegant Bedroom Rocker is made with either fine cane seat or cobbler seat as indicated in illustration. It is the model of neatness and of that high grade construction which distinguishes our geniune "Art" rockers from the ordinary kind. The high paneled back; the brace arms and the general comfortable lines of this rocker make it one to be greatly in demand at the unusually low price given. We could not offer this handsome rocker finished in rich golden oak at such a price if we did not control the large factory where it is made.

When yo buy this chair you buy it at the lowest factory cost price plus our one small margin of profit. Shipping weight, 15 pounds.

Our price.....$1.37

EXCEPTIONAL VALUE, AT $1.89

No. 15E-141. In this Rocker we offer you one of the most comfortable and best built articles ever sold. This is an article that will look like new after many years of constant use because of its simple elegance. Made throughout of hard wood and finished in a rich shade of golden, giving it as fine an appearance as many others sold elsewhere for almost double this price. It has high broad curved arms, high panel back and fine cane seat (can also be had with cobbler seat, please specify whether cane or cobbler seat is wanted, when you order.) Made in our most modern and thoroughly equipped factory and sold to you at the lowest possible figure. Shipping weight, 15 pounds.

Our price.....$1.89

OUR COMFORT ROCKER, $2.10

No. 15E-143. This superb rocker is unquestionably one of the greatest values ever offered the public. It is constructed of the finest hardwood, handsomely finished. Bound to please the most fastidious. Has a saddle shaped seat and broad, high back, with richly carved top panel, adding grace and beauty to an article of great usefulness. This rocker is entirely in keeping with the high standard of goods offered in this catalogue, and we are listing this as a bargain special because we feel that no home ought to be without this elegant rocker at our wonderfully low price. Shipping weight, 18 pounds.

Our price.....$2.10

Gold Medal Brand Rocker $5.65

A Massive Leather Rocker Made of Solid Oak Elegantly Carved and Beautifully Finished—Rich, Deep Upholstering

75c Cash
50c a Month

Handsome, Comfortable, Durable. Our special low price.....

Order This Chair by Catalog Number 15H 7-11

Gold Medal Brand is different from ordinary furniture. It has a different appearance and actually is far superior, because it is built strong to endure hard and constant use—because it has a style of beauty and elegance of finish that at once attracts—because it is the substantial, dependable kind, and bears the distinguishing label of quality that is a perpetual guarantee against shoddy material and poor workmanship. We are the sole distributers of Gold Medal Brand goods and the large volume of business we do in this line makes it possible for us to reduce our prices so low that every home in America can now have the most magnificent furnishings ever made at a very small cost, and on the easiest terms of payment.

Detailed Description Number 15H-7-11 This genuine Gold Medal Brand upholstered rocker is exactly as shown in the picture. The frame is made entirely of polished golden oak and is perfectly mortised and joined. The massive proportions give strength to the rocker and the thoroughly seasoned, kiln dried oak takes a splendid finish that shows off to wonderful advantage.

The Elegant Carving on this rocker is sure to perfectly please you. The large carved heads on arms and the heavy claw feet are special features. This superior Art Style design is frequently copied by ordinary mail order houses, but in no instance are the details so perfectly and masterfully executed as in this genuine Gold Medal Brand that is now being offered by us. Never before in the history of the homefurnishing business has such a richly carved chair been offered to the public at such a remarkably reduced price.

The Upholstering The deep cushioned seat and heavily padded and tufted back are made with the object of giving long service and solid comfort. The seat is upholstered with the finest and most durable filling over a full set of steel coil springs and so thoroughly well made that it will always retain its even surface and elasticity. Note the handsome ruffled front and the ruffled high arched top.

75c Cash
Balance, 50c a Month

How You Save Money We are entirely unlike all other concerns that sell furniture. When you buy from us you buy direct from headquarters. We control factories and are right here on the spot and have all the facilities for disposing of great quantities of goods. Michigan is the greatest furniture producing state in the Union, and we are located here in Michigan's largest city and central market. There's scarcely a mail order house in the United States that doesn't come here to buy. Therefore, when you order direct from us you save all extra profits and freight charges. You pay us the same price a dealer would pay us and you can order as little or as much as you want on credit.

The Covering The rich Boston leather covering is solid black and of a heavy quality that will withstand long wear and give lasting satisfaction. The quality of this excellent grade of Boston leather is far superior to the cheap coverings so frequently passed off as "Genuine." You will notice how much better the covering of this chair is than the average as soon as you see the chair, and you will be greatly pleased in every way with the fine construction.

We will ship this rocker to you K. D. crated in strawboard. This will reduce the freight to a minimum and insure perfect delivery. It can be set up easily by any one. Order one today.

Easy Way to Pay Terms: 75c Cash; Balance 50c a Month. Our Special Low Price Now Only $5.65

Bargain Special Only $2.35

No. 15E-144. Constructed of thoroughly seasoned hardwood, golden finish. Spacious, saddle shaped seat. Arms are steam bent, supported by six short spindles as well as bolted to the seat and back posts. Shipping weight about 22 pounds. Our price **$2.35**

Solid Oak Beauty $2.98

No. 15L-229. One of the new Gold Medal Brand rockers that is extremely popular because of its artistic lines and also because it is strong and comfortable. Ornamental and serviceable cobbler seat. Heavy, well made neatly carved frame, rich oak finish. Shipping weight about 23 pounds. Our reduced price **$2.98**

Padded Back and Seat $3.95

No. 15L-230. Splendid Oak rocker with leather padded back and seat. Well designed and strongly built—very handsome. Note the scroll carving on lower back cross-panel, and the well shaped slats in back. Chase leather upholstered seat and back. Shipping weight about 24 pounds. Our reduced price..... **$3.95**

Very Popular Rocker $4.25

No. 15L-231. This extraordinarily fine rocker is made in either quarter-sawed oak or birch mahogany. Be sure to tell us which wood you prefer. It is beautifully carved and elegantly finished. Has finest cobbler seat; a broad, comfortable chair. Shipping weight about 25 pounds. Our reduced price..... **$4.25**

Serviceable and Elegant $2.65

No. 15L-232. Here is certainly a gem of a rocker. The design is one which always satisfies and the way the rocker is made is in keeping with the fine design. It is richly finished in golden oak and has carved back. Shipping weight about 25 pounds. Our reduced price **$2.65**

Order This Beauty $3.75

No. 15L-233. Big, solid oak rocker. Well made and bound by steel rods. Design is a new Gold Medal Brand model and the construction and finish superb. Get one of these while the price is still reduced. Shipping weight about 25 pounds. Price..... **$3.75**

Grand Design Rocker $4.45

No. 15L-234. Beautiful quarter-sawed oak, or mahogany. The most beautiful selected wood only is used and the finish is superb. Elegant saddle cobbler seat, decorative carvings and splendid back panels. Shipping wt. 24 lbs. Our reduced price **$4.45**

The Home Pride $4.85

No. 15L-235. Quarter-sawed Oak or Mahogany elegantly carved and beautifully finished. This big comfort rocker is a genuine Gold Medal Brand and extra well made throughout. Has saddle cobbler seat. Shipping weight about 24 pounds. Our reduced price **$4.85**

New Artistic Model $4.95

No. 15L-236. Extraordinarily handsome Gold Medal Brand rocker. Exquisitely carved. Made of quarter-sawed oak or mahogany. Has a rich finish. Shipping weight about 25 pounds. Our reduced price..... **$4.95**

Richly Carved Rocker $5.25

No. 15L-237. Magnificently carved and elegantly finished rocker. Made in either quarter-sawed oak or genuine mahogany. Large, comfortable and extra high grade. Shipping weight about 25 pounds. Terms 75 cents cash, balance 50 cents a month. Our reduced price only..... **$5.25**

Fine Roman Style $5.35

No. 15L-238. A massive genuine Roman rocker. Choicest quarter-sawed oak with a beautiful polish finish. Heavy carvings; broad arms; high back; very strong and comfortable. Shipping weight about 25 pounds. Terms 75 cents cash, balance 50 cents a month. Our reduced price **$5.35**

Comfort and Elegance $5.45

No. 15L-239. Beautiful Scroll Seat Rocker with broad high arms, high back. One of the most comfortable chairs made. Made of quarter-sawed oak or mahogany, richly finished. Shipping wt. about 25 lbs. Terms 75 cents cash, balance 50 cents a month. Our reduced price..... **$5.45**

Special No. 15 E-177

BOSTON LEATHER ROCKER

$6.48

Send your order TODAY for our

SPECIAL No. 15 E-177

BOSTON LEATHER EASY ROCKER

We will be glad to sell it to you upon

Our Easy-Way-to-Pay Plan of

75c CASH

and

50 cts. a month

for the balance.

We will ship this Rocker K. D. crated in strawboard. This will reduce the freight to a minimum. It can be easily and quickly set up by any one. WE GUARANTEE PERFECT DELIVERY.

A $12 VALUE. It is of superb construction—perfectly joined and mortised—made of solid, thoroughly seasoned, kiln dried oak, with a beautiful golden gloss finish. In short we offer you an EASY ROCKER whose constructive merits alone place it in a rank with those sold by other dealers for $12.

THE DESIGN of this remarkable rocker combines comfort and beauty to a remarkable degree. It was conceived by one of the most famous designers of "Comfort" furniture in the country. It is made in our large factory where all our wonderful specials are manufactured. We lay special stress upon this point because $6.48 represents the bare cost of making this rocker, plus our one small per cent. of profit.

CONSTRUCTION. Note the handsome ruffled front and back and beautiful rosettes adorning the head. The seat and back are designed for comfort and are upholstered in black Boston Leather, which you will find superior to the cheap leather furnished by other dealers and passed off as "genuine." The upholstering is securely fastened to the massive frame with black headed tacks, which also add to the general attractiveness of the article. The frame is made of solid oak throughout and the front posts are adorned with handsome, finely executed hand carving. The arms are broad and high and well supported by heavy spindles. The runners are massive and perfectly balanced.

SATISFACTION GUARANTEED. You may order this rocker on approval. We will ship it to you with the understanding that you need not keep it if after examining it in your home you find it is not just as represented. We do not want any one to keep this rocker any longer than necessary if it fails to give absolute satisfaction. We stand ready to make good all payments and transportation charges. Shipping weight, 75 pounds.

No. 15E-177, our price..... $6.48

75c Cash Balance 50c per Month

No. 15L-240. Quarter-sawed oak or genuine mahogany massive parlor rocker. Elegant, broad, scroll seat; rich carvings and beautiful polish finish. Here is a rare value and a comfortable rocker. Shipping wt. abou 25 lbs. Our reduced price.. **$5.60**

75c Cash Balance 50c per Month

No. 15L-241. Your choice of quarter-sawed oak or genuine mahogany, either one beautifully finished. Heavy scroll veneer seat; high arms; elegant carvings. Artistic panels and spindles. Unusually handsome and extra fine quality. Shipping wt. about 25 lbs. Our reduced price.. **$5.75**

We Trust You Privately

No. 15L-242. Rich golden oak rocker, extra well made. Full roll seat, one of the biggest bargains of the year, a full size, comfortable, elegant rocker which we have made in enormous quantities. Shipping wt. about 24 lbs. Our price **$3.95**

An Extra Fine Value

No. 15L-243. Golden oak rocker of unusual elegance. The beautiful oak, and the fine finish are conspicuous. It is a winner, and a very fast seller. Big, strong and comfortable and extra well made. Shipping wt. about 25 lbs. Price only **$4.45**

Your Credit Is Good Here

No. 15L-244. Handsome golden oak rocker. Genuine Gold Medal Brand, with broad comfortable back, large roll seat and high braced arms. Choicest quartered-oak back. Strongly made and bolted. Shipping weight about 25 pounds. A bargain at our reduced price **$4.95**

75c Cash Balance 50c per Month

No. 15L-245. Beautiful decorated seat and back, as shown in picture. Finished in mahogany and of extremely artistic design. One of the latest designs, very popular. Scroll seat; broad arms; comfortable and strong. Shipping weight about 25 pounds. Our reduced price..... **$5.35**

75c Cash Balance 50c per Month

No. 15L-246. An exceptionally high grade, Gold Medal Brand oak rocker with broad arms and high back, and heavy scroll seat. Comfortable, strongly bolted, elegantly finished rocker. It is a big bargain at our reduced price. These rockers are all thoroughly guaranteed. Price now..... **$5.45**

75c Cash 50c per Month

No. 15L-247. A mahogany rocker richly polished and magnificently decorated. Every detail shows quality. The broad, high arms, high back, large scroll seat and heavy pillars indicate strength and comfort as well as elegance. Shipping weight about 26 pounds. Our reduced price..... **$5.85**

75c Cash Balance 50c per Month

No. 15L-248. Here is a polished golden oak rocker that attracts admiration instantly. The beautifully figured rich oak is shown in the broad back panel and in the full scroll seat. Highly decorated back. Shipping weight about 28 pounds. Our reduced price..... **$6.35**

$1.00 Cash Balance 50c per Month

No. 15L-249. Splendid quarter-sawed oak richly finished parlor rocker. Has massive pillars, broad polished back panels; artistically patterned spindles; heavy, strong, comfortable rocker. Shipping weight about 30 pounds. Our reduced price. **$6.85**

$1.00 Cash 50c per Month

No. 15L-250. A quarter-sawed oak parlor rocker of extreme elegance. One of the popular designs with beautiful broad back panel; heavy scroll seat; high arms and continuous posts. Perfectly finished and strongly made. Very comfortable. Shipping weight about 32 lbs. Price **$7.45**

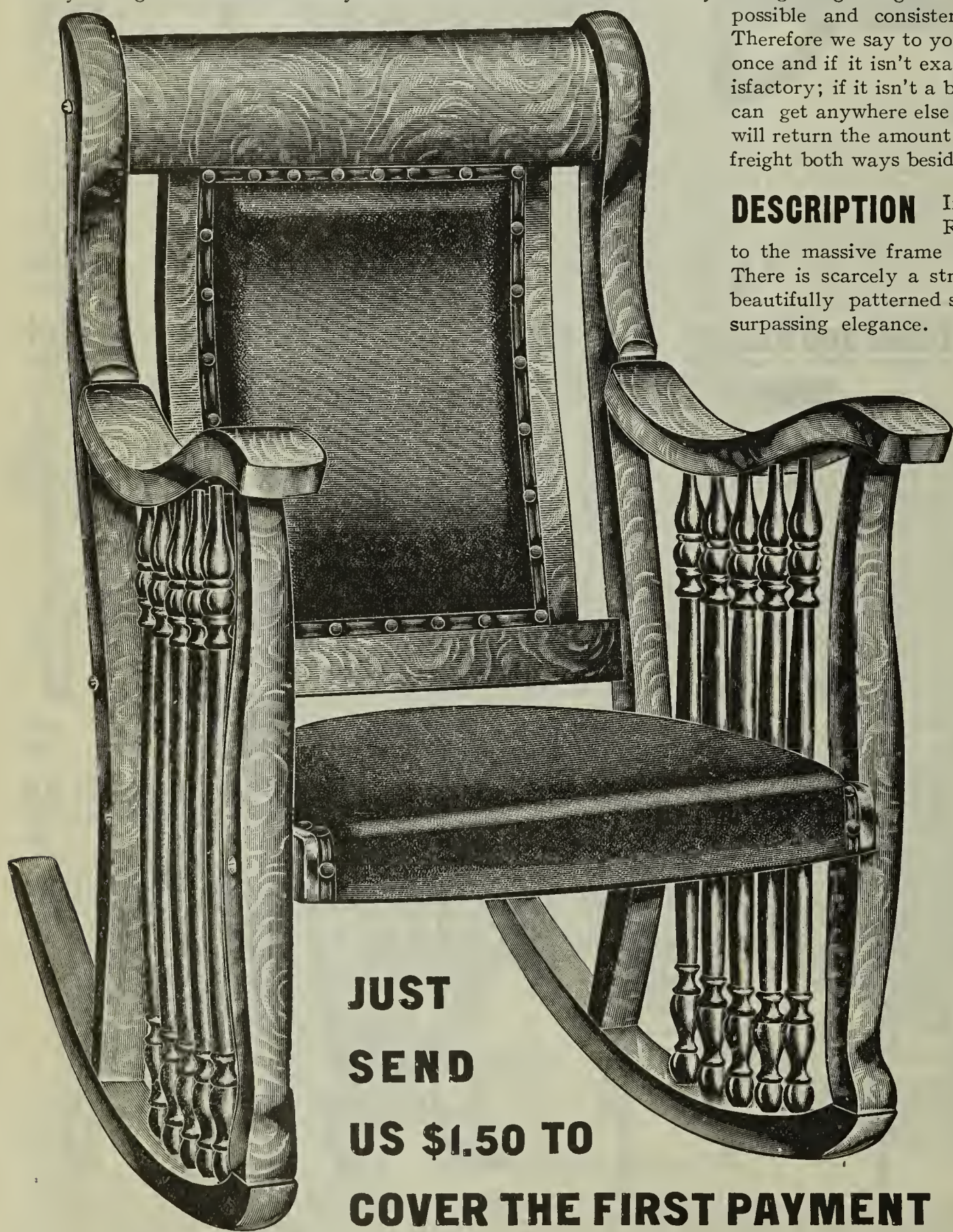
$1.25 Cash 50c per Month

No. 15L-25[illegible]-162. Elegant [illegible]t arm child's Rock[illegible]rably made of select mahogany, [illegible]with golden finish. Has [illegible]ossed back panel, hand [illegible]tiful ba[illegible]turned spindles, legs and back posts; broad seat and high arms and back. Made in our big factory and [illegible]sive [illegible] guaranteed. Shipping wght. 12 lbs. Our price..... **$1.35**

OUR CHALLENGE ROCKER $10.80

QUARTERED OAK, GENUINE LEATHER UPHOLSTERED SEAT AND BACK

Superior quality is stamped in every line of this massive high grade "Fashion" Rocker. The surpassing beauty and value of this rocker at **$10.80** cannot be realized by looking at the picture, even though it is a faithful reproduction of the article itself. We want you to get this rocker where you can realize its value—want you to take it right into your own home and use it. That's the best way to prove to your entire satisfaction that our goods are not to be compared with those of common quality so much advertised these days. We want to make clear to you that we sell only the highest grade goods at prices the lowest that can be made possible and consistent with honest business methods. Therefore we say to you: Order this magnificent rocker at once and if it isn't exactly as represented and entirely satisfactory; if it isn't a better value for the money than you can get anywhere else in the world—send it back and we will return the amount of your first payment and pay the freight both ways besides.



JUST SEND US $1.50 TO COVER THE FIRST PAYMENT

on this beautiful rocker and we will forward it at once, giving you the benefit of its use while you are paying the balance in easy installments of 75c a month. Just look about your home now and see if there isn't some room that needs this beautiful, comfortable rocker. There is no need to be without it for—it's easy to pay the People's way.

DESCRIPTION In describing this superior "Fashion" Rocker we want to call your attention to the massive frame and its extreme beauty of outline. There is scarcely a straight line in it—every piece being beautifully patterned so as to make up into a design of surpassing elegance.

THE DIFFERENCE between buying furniture of the People's Outfitting Co. and buying it of others is the difference between buying highest quality goods at factory prices and indifferently made goods at "cheap prices." Then, too, our prices are in every case the lowest to be found anywhere for a similar quality of goods.

THE WOOD used in the construction of this rocker is the finest grade solid quarter-sawed oak selected for its beautiful wavy flake and grain.

THE FINISH is perfect and is of the richest golden shade and hand polished

THE UPHOLSTERING is on our guaranteed steel and spring construction, is of the best material and covered in finest genuine No. 1 leather.

EVERY DETAIL of construction is perfect. The seat is firmly bolted to the front and rear posts and the high arms, broad seat and high upholstered back combine to make

A Most Handsome, Most Comfortable and Most Durable Rocker.

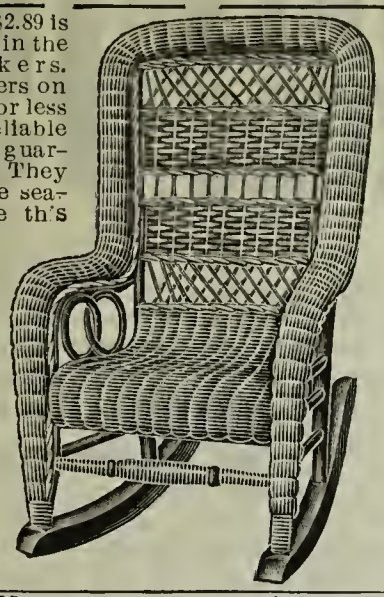
No. 15E-176 SHIPPING WEIGHT 60 LBS.

Our p. $10.80

Our Leader Reed Rocker

No. 15F-200. $2.89 is our low price leader in the line of Reed Rockers. There are reed rockers on the market selling for less money, but no reliable dealer will place his guarantee upon them. They will not outlast the season. We guarantee this rocker to give absolute satisfaction. This rocker is made in a very substantial manner of good quality reed with hardwood frame. Has a high, comfortable back, wide seat and high arms. Shipping weight about 15 lbs. Our reduced price

$2.89



A Great Bargain Reed Rocker

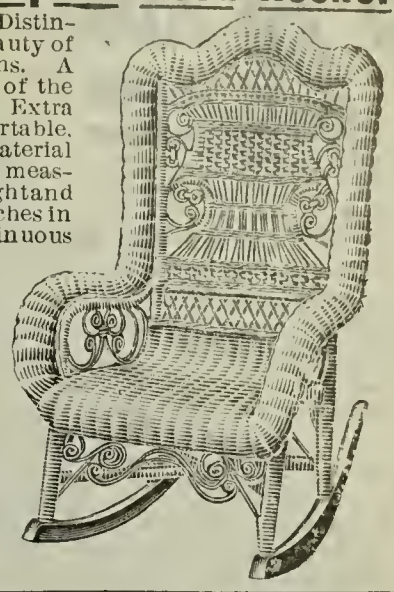
No. 15E-184. One of the greatest bargains in a Reed Rocker ever catalogued. Easily worth one-third more than we ask. It is one of the latest designs and constructed so as to give a degree of comfort not attained in the ordinary reed rocker. Handsome in appearance, comfortable and well made. Has a 30-in. back and a comfortable basket seat. Has solid roll around the back which strengthens the rocker and adds to its beauty. Shipping weight about 17 lbs. Our reduced price

$4.65

Unusually Popular Reed Rocker

No. 15E-188. Distinguished for the beauty of its ornamentations. A fancy scroll design of the latest pattern. Extra strong and comfortable. Made of the best material throughout. Back measures 31 inches in height and seat measures 19 inches in width. It has continuous arms with full roll-effect extending all the way round and completing the wide basket seat, as shown in illustration. Has a fancy scroll front; posts full wound; finished in shellac. Shipping weight about 18 lbs. Our reduced price

$7.95



Something New, at Only $3.75

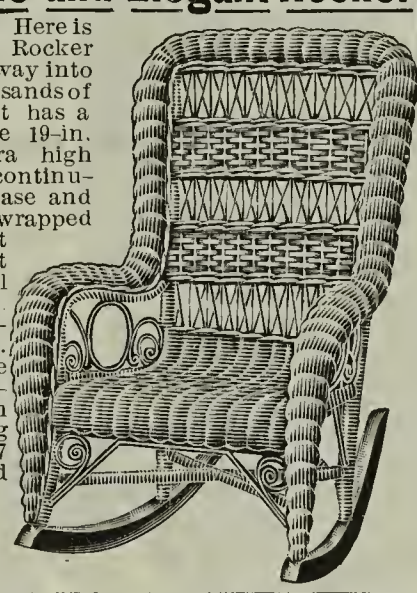
No. 15E-181. This comfortable rocker is constructed in a manner to give years of satisfactory service. We offer it to you for less than wholesale; $3.75 is less than any other dealer can get it from the factory. Its wonderful value is therefore apparent. It has a full roll seat with graceful continuous arms. Has maple stretchers nicely finished. Framework is well braced and will stand any weight. Nothing better for the porch or sitting room. Shipping weight about 16 lbs. Our reduced price

$3.75

Comfortable and Elegant Rocker

No. 15E-185. Here is a large arm Reed Rocker that has won its way into the homes of thousands of our customers. It has a large, comfortable 19-in. basket seat, extra high back and high, continuous arms. The base and frame are entirely wrapped with genuine East India Reed and it also has a solid roll around frame, making it comfortable and strong. A very desirable reed rocker. Beautifully finished in shellac. Shipping weight about 17 lbs. Our reduced price

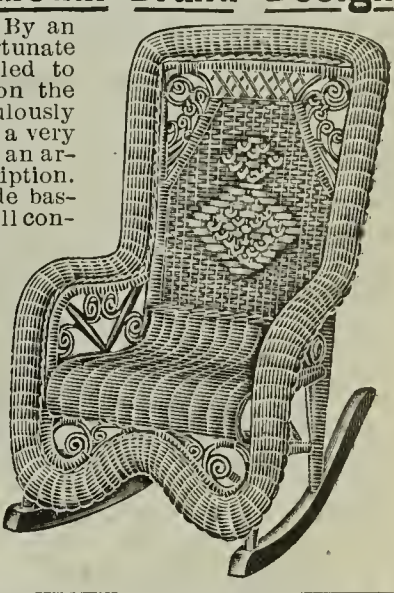
$4.95



Rich Gold Medal Brand Design

No. 15E-189. By an exceptionally fortunate deal, we are enabled to place this rocker on the market at the ridiculously low price of $8.65, a very unusual figure for an article of this description. It has an extra wide basket seat, and full roll continuous back and arms, extending below the seat as shown in illustration. A very rich design. Best imported reed, and frame work is choicest hardwood, finished in shellac, and fully covered with rattan. Shipping weight, 20 lbs. Our price

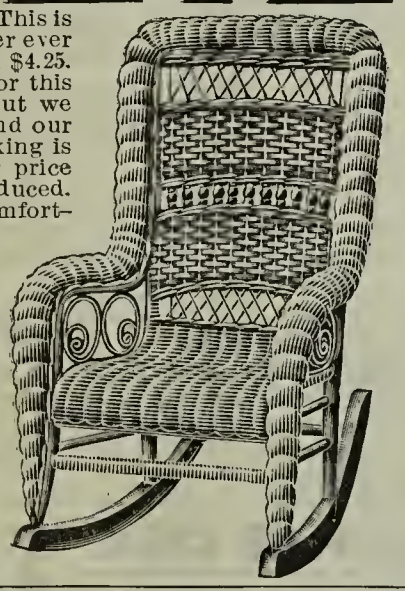
$8.65



Fine Reed Rocker for $2.95

No. 15E-182. This is the best Reed Rocker ever retailed at less than $4.25. The regular price for this quality is $5.00, but we sell them so fast and our equipment for making is so perfect that our price has been greatly reduced. It is extremely comfortable and its construction is the very finest. Note the high back, full roll seat and continuous arms and legs, extending to the bottom of the piece. Satisfaction guaranteed or money refunded. Shipping weight about 16 lbs. Our reduced price

$3.95



Late Design—A Great Favorite

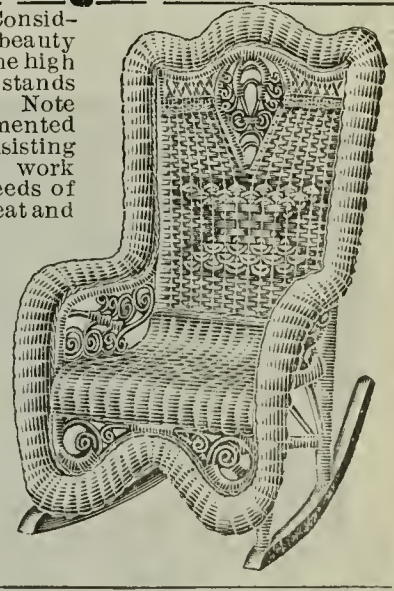
No. 15E-186. This is one of the latest creations in a large size genuine Gold Medal Brand Reed Rocker, noted chiefly for the beauty of its design and its great durability. It has a wide, 19-in, basket seat, with a solid roll around back, extending into the high comfortable arms and legs. The base is made of thoroughly seasoned maple, shellac finish. A great bargain at our figure and a chair that is sure to please. Shipping weight about 17 lbs. Our reduced price

$5.25

Elaborate and Elegant Reed Rocker

No. 15E-190. Considering our price, the beauty of the design, and the high quality, this rocker stands in a class by itself. Note the richly ornamented back and front, consisting of elaborate scroll work with the choicest reeds of rattan; the basket seat and the high wide full roll, continuous arms and back, extending in full sweep almost to the floor. It is built upon a very substantial frame work, entirely hidden with the rattan and reed covering. Shipping weight, 20 lbs. Our reduced price

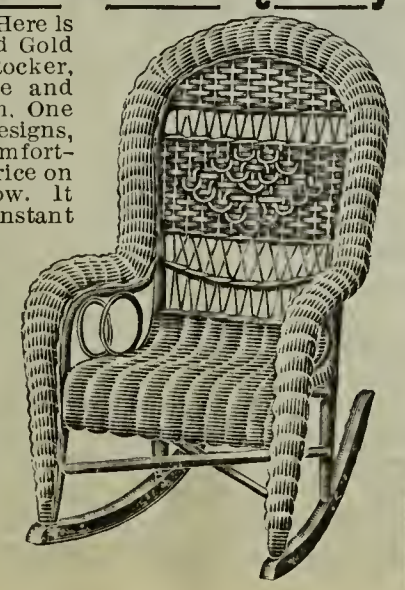
$9.40



Special Value—Extra Quality

No. 15E-183. Here is a richly ornamented Gold Medal Brand Reed Rocker, graceful in outline and solid in construction. One of the handsomest designs, and a thoroughly comfortable rocker. Our price on this article is very low. It will give years of constant service, and will look well no matter where placed. Its very appearance suggests comfort and ease, as indicated by the high back, roll seat and high continuous arms, full wrapped with double strand reeds. Shipping wt. about 17 lbs. Our reduced price

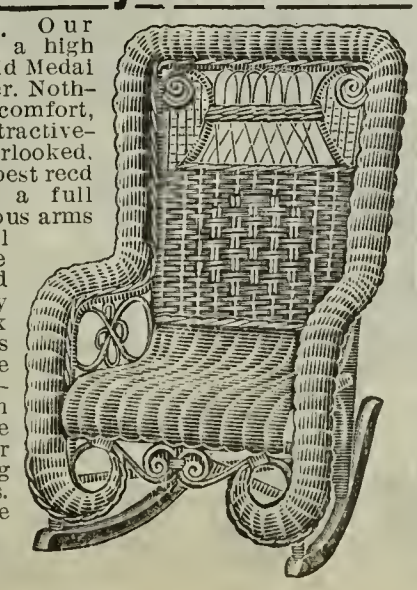
$4.25



Handsome Art-Style Reed Rocker

No. 15E-187. Our special design in a high grade genuine Gold Medal Brand Reed Rocker. Nothing in the way of comfort, durability and attractiveness has been overlooked. It is made of the best reed throughout. Has a full roll seat, continuous arms with fancy scroll ornaments. The base is all wound with best quality reed. The back measures 30 inches in height and the basket seat measures 17 inches in width. One of the finest values ever offered. Shipping weight about 18 lbs. Our reduced price

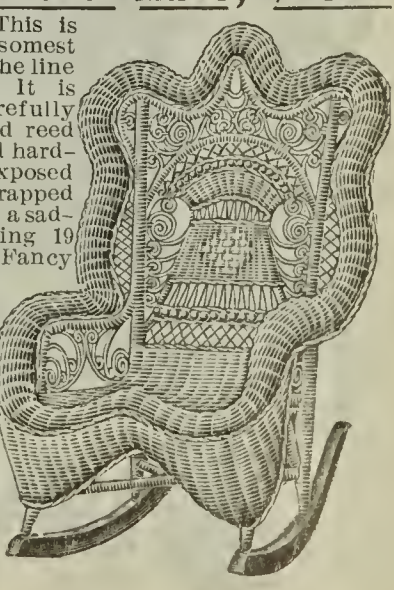
$6.98



Best Reed Rocker Made, $11.85

No. 15E-191. This is positively the handsomest and best design in the line of Reed Rockers. It is made of choice, carefully selected imported reed over a well seasoned hardwood frame. All exposed parts are hand wrapped with rattan, and has a saddle seat, measuring 19 inches in width. Fancy shaped top with continuous arms, broadening out into a shaped apron front. The richly ornamented back is extremely comfortable, measuring 33 inches in height. Shipping weight, 20 lbs. Our reduced price

$11.85



$4.65 "FASHION" MORRIS CHAIRS AND ROCKERS $15.75

A HOME NECESSITY

No home is complete without one or more reclining Morris chairs or rockers. Formerly regarded as a luxury, only to be indulged in by the wealthy, our liberal easy payment plan together with our remarkably low prices for this splendid article, placed it into immediate favor, so much so that at the outset our factories could not keep up with the demand. Whether you work in an office or in the field, in the mines or in the factory, no matter who you are or what you do, you do not know what real pleasure is unless you have experienced the feeling of genuine comfort in a large, roomy, reclining Morris Chair.

A YANKEE INVENTION

William Morris, a New England Yankee, is the inventor of the reclining Morris chair, and it was named in his honor. It combines simplicity of construction with ease and comfort in a greater degree than any other chair. This was the aim of the inventor and that it was carried out most perfectly and to the greatest degree of efficiency by the maker of our line of "Fashion" Morris chairs, is a fact that has not been disputed. Spacious seats with superior spring construction, high backs and broad arms render our Morris chairs the most comfortable ever made. You will never regret the purchase of a Morris chair from us. This we guarantee.

AS A GIFT

No better or more appropriate gift can be selected than one of our splendid Morris chairs. For wedding, birthday and Christmas gifts it is unsurpassed. It is an article that will prove a joy forever, and one which the recipient will appreciate as long as life lasts. No better gift for combining pleasure with usefulness can be imagined.

EASY PAYMENTS

You may purchase a Morris chair from us and pay for it on such easy liberal payments that you will scarcely notice that you are paying for it. Whether you intend to purchase one as a gift or for your own use, our liberal credit terms will prove a great convenience to you. By all means when sending us an order for other goods be sure to include a Morris chair. The additional first payment required will amount to scarcely anything and the monthly payments, in many cases, will amount to no more because of this small addition to your order.

WHY OUR PRICES ARE SO LOW

The price attached to each of the splendid Morris chairs and rockers we show speaks for itself. Each represents the bare cost of manufacture plus a very small percent of profit. On account of the vast number used by us through the medium of our great distributing centers we are able to make and sell them cheaper than any similar concern on earth, and this is clearly demonstrated in the prices given for our cheaper as well as higher grade numbers. We save you from 20 to 33 per cent on each chair purchased from us as compared with any other house, cash or credit.

"FASHION" DESIGNS

A great many manufacturers copy our Fashion Designs. This in itself is proof that Fashion furniture is the standard of excellence. There is no "just as good." We are the only mail-order house selling "Fashion" furniture. Remember, you may buy "Fashion" Morris Chairs from us at prices lower than you can buy the ordinary kind from other dealers. Therefore, why be satisfied with inferior grades?

THE CONSTRUCTION

In the construction we use only the choicest kiln dried, air seasoned birch, finished to resemble mahogany. Each piece of lumber that enters into the make-up of one of our Morris chairs is thoroughly seasoned and kiln dried and the finish is of the most lasting and durable kind. Plenty of time is given for each coat of varnish to dry so that in the end we give Morris chairs and rockers we can guarantee, the finish upon which will not crack or peel or get rough, a conspicuous fault in those offered elsewhere at our figures and said to be "just as good."

OUR RECLINING ADJUSTMENT

is the simplest and most satisfactory made. There is nothing to get out of order and it is made of extra heavy triple plate brass. It will support the heaviest weights and will last a lifetime.

THE CUSHIONS

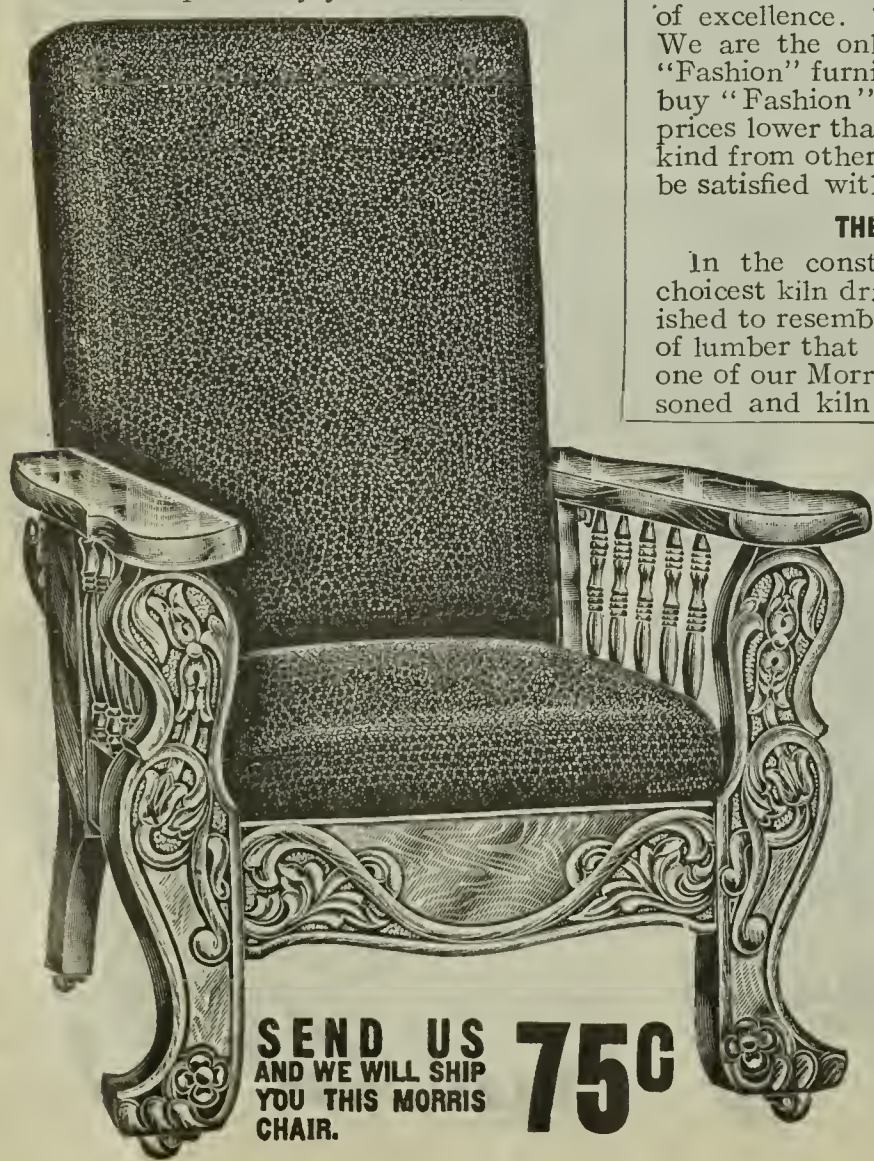
are the most comfortable made with the choicest covering material, identical to that used on our best couches. Our double prong warranted steel tufting buttons are used on all tufted Morris chairs. For a detailed description of the upholstering material used see full page introduction to the Department of Upholstered Furniture.

WE DOUBLY GUARANTEE

each and every Morris chair and rocker illustrated and described in this catalogue to be just exactly as represented. We invite you to order one on trial. After receiving it in your home, examine it very carefully and if found unsatisfactory in any particular return it to us at our expense and we will refund your first payment and all freight expenses. We want you to be thoroughly satisfied with your purchase before considering the sale closed.

DO NOT WORRY

about freight charges. Our low prices permit of such a large saving that even with freight charges added you are money ahead. Remember, if you were to buy house furnishing goods in your own town from the local dealer you still would be paying freight charges, in the price of the article, or indirectly. This truth finds its best illustration in the manner in which you pay indirect taxes, that is, in the price of each article you purchase. So with freight charges. The dealer pays them for you when he receives the goods. You then pay them back to him when you purchase his merchandise. The better plan is to buy from us at our money-saving prices, and to pay the freight charges yourself, or directly.



THIS FINE MORRIS CHAIR $4.65

We will ship it to you on approval on receipt of 75c. If you like it you keep it and pay the balance 50c a month, or you may return it and get your money back.

16F-150. This Morris Chair is made of thoroughly seasoned, kiln-dried northern hardwood with rich mahogany finish. You will be pleased with this chair for it is a rare bargain at our low price. The seat is wide and comfortable and is 18 inches from the floor. It is upholstered in Chase leather (the same as the back), and contains an ample number of well secured, oil tempered steel springs. The seat can be removed for airing and dusting. It has a high upholstered back, wide arms and richly carved corner posts. Our extra heavy brass rod and ratchet reclining adjustment permits the back to be placed at any angle at the will of the user and we guarantee it will stand any weight. Best quality casters furnished. It is upholstered in the finest Chase leather, which we guarantee will give splendid service. Remember, we will ship you this splendid Morris Chair upon receipt of only 75c and we will allow you the enjoyment of it in your own home while you are paying off the balance in small monthly installments of 50 cents each. This is according to our Easy Way to Pay plan. Shipping weight, 50 pounds.

Our Reduced Price **$4.65**

$5.95 This Elegant Sultan Leather Morris Chair

75c Cash, 50c a Month

The **"Gold Medal Brand"** quality is stamped upon this magnificent Morris Chair; and in every detail, from the casters up, the superior workmanship is conspicuous. The well known fact that Gold Medal Brand furniture is the finest furniture on the market is no better illustrated than in this splendid Morris chair. We are now exclusive Agents for "Gold Medal Brand" goods and with our enormous output, are in a position to offer this famous line of beautiful furniture at as low or even lower prices than the ordinary goods usually sell for. It's a wonderful thing for people living in other cities, towns and in the country districts to be able to get this magnificent furniture at such remarkably low prices and easy terms.

Great Offer. It would be utterly impossible under ordinary conditions to offer a Morris chair of such exceptional beauty and quality at such a startlingly low price but for our enormous sales and tremendous mail-order trade. We sell our fine homefurnishings all over the United States—there's hardly a community anywhere in America that hasn't heard of our colossal institution. To emphasize our leadership in the making and marketing of furniture, we are cataloging these big Morris chairs at almost factory cost. We are making them in vast numbers so that all who order can be supplied. The demand for such a chair is almost unlimited and the big factory will have a special force working day and night so long as the flood of orders continues to roll in. People can instantly tell the difference between this high grade chair and those usually sold at such a low price; and as many of these chairs as we sell, just that many customers will become enthusiastic over their bargains. We gain thousands of permanent customers through the many special bargains we offer.

Solid Comfort. In all probability the strongest feature of this massive chair is it's comfort giving qualities. "Easy Chairs" are the kind most people want. Nobody cares to buy a chair for looks alone. You may want one that is strong and substantial or one that is handsome in appearance, but above all things you want it to be comfortable. It's not the simplest thing in the world to make a thoroughly easy chair. It must have a reclining back that is high enough to rest the head—it must have a soft cushioned back; deep seat, thoroughly upholstered on a spring foundation, so as to prevent sagging—it must be large and commodious with all it's upholstering made of such fine materials that they will not become matted or out of shape. All of these requirements in addition to great strength are essential in making a thoroughly easy chair.

This Morris Chair has exactly just such qualities as the above. It is indeed the most comfortable Morris chair on the market today, as well as the strongest and handsomest ever sold at such a bargain price. Customers are invariably delighted with this chair and letters containing such words of appreciation as those quoted below (from a customer in southern Missouri) are received by us daily: "Everything came all right. The No. 16L-200 Morris chair is a beauty. My nephew clerks in a furniture store near here and he said a chair like that would cost twice as much around here."

The Frame of this genuine Gold Medal Brand Morris chair is much better than you are accustomed to see in chairs usually sold for one-third more money. The oak is sawed so the beautiful wavy flake and grain shows off to best advantage, and the rich finish gives a most charming effect. The carving on the front posts is indeed a work of art and the massive carved heads on the arms are superb. Note how substantially the entire frame is constructed; how heavy and strong each individual piece is made. Improved indestructable spring seat construction holds the bottom cushion up in perfect shape and completes the soft springy effect, the equal of which is found only in the highest grade and best made upholstered furniture.

The Upholstering is so evenly laid and so generously padded that the cushions are extremely soft, resilient and comfortable. The back is beautifully tufted and these deep tufts are permanently held in place by the strong tufting buttons. The covering material is the best grade of Sultan leather which is well known to everyone as the most serviceable of all coverings for upholstered furniture. You will recognize at a glance that the Sultan leather used on this chair is not the ordinary grade, but a very superior quality, rich looking and black. It will outwear anything except hide leather and by most people is preferred to any other kind of covering. It is used on the finest upholstered furniture.

Deep cushioned seat. High upholstered back, richly tufted. Ruffled edge. Mammoth carved heads on arms. Full spring seat.

75c Cash

Balance 50c Per Month

Order this Chair by Number 16 L - 200

The Design. It is unnecessary to state that this design is one of the most handsome of all Morris chairs. You can see from the illustration that it is unusually beautiful and you can depend upon it that the chair itself is exactly like the picture. The illustration is made from a photographic reproduction and is a faithful counterpart of the chair.

The Reason Why. Michigan is the greatest furniture producing state in the Union. There is scarcely a store or mail order house in the United States selling housefurnishings that does not come here to buy. And Detroit is Michigan's greatest city and largest distributing point. We are located here in the heart of the industry where we have every advantage. How obvious it is that you save a great deal when you buy direct from us. There is no extra freight charges from factory to mail order house—no wholesaler's profit—and none of the delays and damage done to the goods by so much shipping about from factory to warehouse. We ship direct to you and give you the factory price which means that you save all extra freight charges and wholesaler's and dealer's profits. We sell to you at the same prices and on the same terms as we sell to dealers. You not only save on the cost price but you get better furniture, because we market only such goods as we can guarantee and you are sure to get dependable quality.

You Will Appreciate the wonderful value we are giving in this chair. We guarantee it to be exactly as represented and if you are not unusually pleased with it after you have set it up in your home our 30 days trial offer permits you to return it at our expense and get your money back. You are sure to be greatly pleased with it. Order one today.

Shipping Weight 55 Pounds.

No. 16L-200. Our Reduced Price $5.95. Terms: 75c Cash, balance 50c Per Month.

IT'S EASY TO PAY. This Morris Chair ONLY 75c CASH balance 50c a month.

Price Greatly Reduced $5.75

16F-151. This is an exceptionally well made Morris Chair. The frame is made of select material by expert workmen. The arms are veneered on birch with beautiful figured quarter-sawed oak. The front legs are beautifuly carved and shaped and are framed of 1¼ inch solid oak, connected by solid oak front rail. The back legs are of 1½ inch birch. The entire frame is finished in a rich shade of golden. It has a full spring seat and back with a fine tow, and cotton top filling. Springs are best quality steel coils. Cushions may be removed for dusting and airing. The reclining adjustment will bear any weight as it is made of solid brass. Upholstered in Boston leather. Shipping weight 50 pounds. Our Reduced Price **$5.75**

Terms, 75c cash; 50c a month.

NOT AN IMITATION, A GENUINE

"Fashion" Design. We will send it to you for..... **75c**

PRICE REDUCED TO $5.95

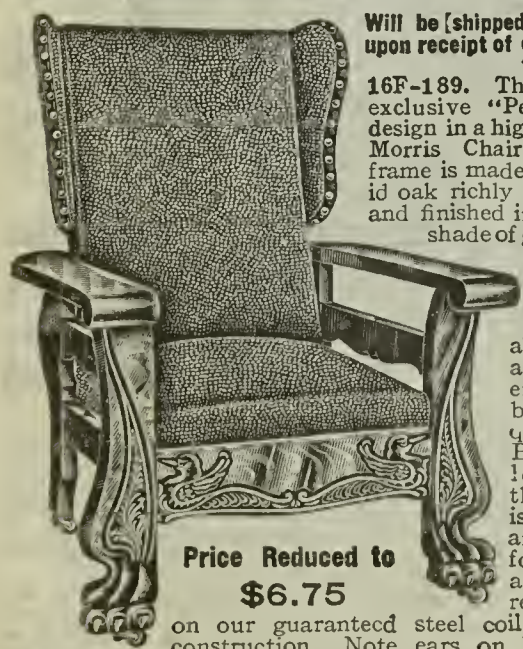
16F-152. Quality considered, this is the finest Morris Chair bargain ever offered. The large "knapsack" spring back & comfortable spring seat distinguish this chair from the ordinary. The frame is well made of beautiful figured quarter-sawed oak and birch wood, of 1¼ inch stock, finished in a rich shade of golden. Cushions are easily removed for dusting and airing. Upholstered with fine tow and cotton top filling. Covering best quality Boston leather. Double prong tufting buttons in back. Castered. Shipping weight 60 pounds.

Our Reduced Price..... **$5.95**

Terms, 75c cash; 50c a month.

THIS BEAUTIFUL MORRIS CHAIR

Will be shipped to you upon receipt of **$1.00**



Price Reduced to $6.75

16F-189. This is an exclusive "Peoples" design in a high grade Morris Chair. The frame is made of solid oak richly carved and finished in a rich shade of golden. The cushions are removable and are covered in best quality Boston leather; the back is high and comfortable and seat rests upon our guaranteed steel coil spring construction. Note ears on back—just like on the most expensive Turkish rocker. The back measures about 30 inches high and the seat about 20x22 inches. The back can be lowered to any angle on the fine brass rod and bracket reclining adjustment. Castered. Shipping weight 60 pounds. Our Reduced Price **$6.75**

Terms, $1.00 cash; balance 50c a month.

YOU CAN'T BEAT OUR TERMS OR PRICES

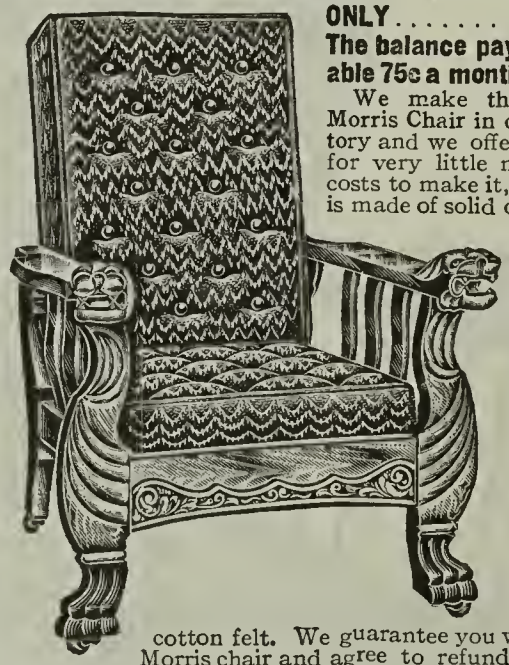
This Highly Artistic MORRIS CHAIR only..... **$1.00** Cash. The balance 50c a month.

Here is a Morris Chair of Surpassing Comfort. The seat is broad and roomy and the back can be adjusted to any angle on the superior brass rod & bracket furnished. The chair has a full spring seat, and reversible cushions with felt top filling. The frame is made of choice northern birch with a veneer of beautifully figured and highly polished quarter-sawed oak. The front legs are made of 1¼ inch solid oak. Note the beautiful carving and claw feet. This is an artistic design. Complete with good casters. Shipping weight 60 pounds. Our Reduced Prices:

16F-154. Upholstered in Fancy Figured Velour.... $6.90
16F-155. Upholstered in Corduroy $7.40
16F-156. Upholstered in Chase Leather $7.90

AN EXCLUSIVE DESIGN

ONLY..... **$1.25** CASH
The balance payable 75c a month.



We make this beautiful Morris Chair in our own factory and we offer it to you for very little more than it costs to make it, The frame is made of solid oak, finished in a rich shade of golden. The legs are of heavy stock with carved claw feet, The full spring seat is of the latest construction. It has reversible cushions on seat and back, filled with best quality of cotton felt. We guarantee you will like this Morris chair and agree to refund your money if you are not pleased. Shipping weight 65 pounds.

Our Reduced Prices:

16F-157. Upholstered in Fancy Figured Velour.... $7.65
16F-158. Upholstered in Corduroy $8.15
16F-159. Upholstered in Chase Leather..... $8.65

ATTRACTIVE OUTLINES

Send Us... **$1.25** CASH
The balance payable 75c a month

You may now buy this genuine "Fashion" Morris Chair for less than other dealers ask for the ordinary kind. The design has been imitated, but the same quality has never been furnished for the money. The frame is made of highly figured selected quarter-sawed oak hand rubbed and polished. Full spring seat with velour or Chase leather cushion, filled with fine tow and cotton top. Note the handsomely shaped back and the beautiful ruffle on edge. The arms are high and broad, supported by stout spindles. Cushions are removable. Solid brass rod and bracket and best quality casters furnished. Shipping weight 60 pounds. Our Reduced Prices:

16F-160. Upholstered in Fancy Figured Velour.... $8.50
16F-161. Upholstered in Corduroy $9.00
16F-162. Upholstered in Chase Leather $9.45

MASSIVE FRAME. YOURS FOR $1.50 Cash

THE BALANCE 75c A MONTH.

The exceptional qualities of this chair in addition to its beautiful finish and appearance, are the workmanship and materials, The frame is made of solid oak, finished in a rich shade of golden. The legs are of heavy stock with carved claw feet. The full spring seat is of the latest and best construction, containing best oil tempered steel coils upon which rests the reversible cushion Both cushions are well made of select material. Filling best tow and cotton top. Reclining adjustment consists of brass rod and bracket that will stand any weight. Best casters furnished. Shipping weight 75 pounds. Our Reduced Prices:

16F-163. Upholstered in Fancy Figured Velour.... $9.45
16F-164. Upholstered in Corduroy 9.95
16F-165. Upholstered in Chase Leather..... 10.45

BEST QUALITY THROUGHOUT

TERMS BALANCE 75c A MONTH. **$1.50** CASH

A life time of comfort is contained in this well made Morris Chair. It is made of massive oak stock, with a polish finish. Note the knuckle arms and the claw feet. The box seat is deep, containing best coil steel springs and comfortable reversible cushion same as back Filling best tow and cotton top The brass rod and bracket reclining adjustment will bear any weight. Best quality casters furnished. Shipping weight, 75 pounds.

Our Reduced Prices:

16F-166. Upholstered in Fancy Figured Velour. $10.25
16F-167. Upholstered in Corduroy..... 10.75
16F-168. Upholstered in Chase Leather..... 11.25

COLONIAL—AN EXCLUSIVE DESIGN

$1.50 CASH Balance 75 cents a month if you decide to keep it.

A colonial design Morris Chair containing the same high grade materials and workmanship as this cannot be bought elsewhere for less than $20. We guarantee this statement to be correct and will refund your money if you are not satisfied. Note the massive front posts ending in ball feet, the thick, broad high arms and the rich box seat. The back and seat have reversible cushions, and with Verona upholstering, the filling is thoroughly medicated hair. In Velour and Corduroy the filling is best tow and cotton top. Best steel spring construction, brass rod and bracket reclining adjustment and best quality casters furnished. Made of quarter-sawed oak, with a piano polish finish. Shipping weight, 80 pounds. Our Reduced Prices:

16F-169. Upholstered in Fancy Figured Velour $11.75
16F-170. Upholstered in Corduroy..... $12.25
16F-171. Upholstered in English Verona (hair filling)..... $12.75

Herewith we introduce the Season's GREATEST MORRIS CHAIR SPECIAL

$1.50 Cash is All YOU NEED SEND US TODAY. THE BALANCE OF THE PRICE IS PAYABLE 75 CENTS A MONTH.

Our Greatly reduced Price

This Morris Chair is made in our own factory and it is offered at a slight margin above manufacturing cost.

$9.25

Art Style Here is a masterpiece of the designer's art—well conceived and faithfully executed—a design combining beauty, comfort and durability. Not a cent less than $20.00 will purchase this Morris chair from any other dealer in the country. By reason of our immense sales, we are in a position to demand and command price concessions and advantages that no other dealer secures, and, therefore, we can afford to make this remarkable offer.

Description Note the great depth and width of the seat and the broad, high, adjustable back. The construction of this chair is superior in every detail. The joints are mortised and joined in the most perfect manner. Each separate piece of the frame is highly ornamental; the spindles carefully framed and turned and the cushions perfectly made. We use only the very choicest lumber, the best steel spring construction and the highest grade upholstering material on our upholstered "Fashion" furniture, and in ordering same you are getting something that positively will never disappoint you.

The Wood used in the construction of this chair is the best quality highly figured oak, specially selected for the beauty of the grain, and thoroughly air seasoned and kiln-dried.

The Finish is a rich shade of golden, special care being taken to produce a smooth surface, high lustre, and one that will not crack, peel, or blister, but will retain its high polish for many years.

The Cushions are reversible and are made in the most dependable manner and are extremely comfortable. The back and seat are upholstered in diamond tufting with our patent double prong steel tufting buttons.

Has a Full Spring Seat constructed of best oil tempered steel springs intercoiled into steel band irons, which run crosswise on the bottom and are fastened on the top of the side rails. They can never get loose, break or tip over.

The Design is positively beautiful, combining solid comfort and massive strength. The swan heads shown on the front posts are hand carved, as are also the heavy claw feet and the artistic carving on the front posts and panel.

The Reclining Back consists of a rod and ratchet attachment by which the back is raised or lowered and locked to any position desired. It is very simple, works perfectly and will stand any weight.

OUR REDUCED PRICES AND EASY TERMS

16F-186. Upholstered in Fancy Figured Velour. Our reduced price..... **$9.25**
Terms, $1.50 cash; 75c a month.

16F-187. Upholstered in Corduroy. Our reduced price..... **$9.75**
Terms, $1.50 cash; 75c a month.

16F-188. Upholstered in Chase Leather. Our reduced price..... **$10.25**
Terms, $1.50 cash; 75c a month

We Guarantee this Morris Chair to be exactly as represented and described; if you are not satisfied that you have a better bargain in this chair than you can get elsewhere, you may return it to us and your money will be refunded, together with all transportation charges.

LET US SEND YOU THIS SPLENDID MORRIS CHAIR ON APPROVAL AND FREE TRIAL.

You need send us only.... The balance $1 a month if you decide to keep the chair **$2.00 CASH**

$13.45

The massive frame, the richness of design and the elegance of the carvings give this "Fashion" Morris Chair that appearance of grandeur not to be found in chairs advertised by other mail order houses at such a low price. The heavy frame is made of selected quarter sawed oak which shows that beautiful wavy flake and grain in the wood so much desired. The front legs are made of heavy oak and richly carved, with extra heavy carved claw feet. The arms are high and broad and are firmly supported by stout spindles. Chair is fitted with full spring seat, reversible cushions with felt top filling, brass rod and bracket, reclining adjustment. This Morris Chair is truly a work of art and a model for strength and comfort. Best quality casters furnished. Shipping weight, 70 lbs.

OUR REDUCED PRICES:

16F-172 Upholstered in Fancy Figured Velour.....$13.45
16F-173 Upholstered in Corduroy....$13.95
16F-174 Upholstered in plain cut Velour,$14.45
16F-175 Upholstered in Chase Leather.....$14.95

OUR BEST MORRIS CHAIR

And the balance **$1 a month** after you decide to keep it **$2.00 CASH**

A massive Morris Chair of decided elegance. It is the crown and acme of the designer's and wood worker's art. Nothing has been spared to make this the finest Morris Chair of the season. The carvings on front posts, the knuckle arms and the massive claw feet represent a high order of workmanship. Be a room ever so elegantly furnished, this magnificent Morris Chair will add to its attractiveness and beauty, Its comfort qualities are boundless, The seat is wide and roomy and has a deep reversible cushion and our guaranteed steel spring construction. The back is high and can be placed at any angle on our warranted solid brass rod and ratchet adjustment. The frame is massive and is made of select quarter sawed oak, hand rubbed and polished to a mirror-like brilliancy, If you want a chair that you will always be proud of, just send us the required small first payment and we will ship this one to you. Shipping weight, 80 lbs.

OUR REDUCED PRICES:

16F-176 Upholstered in Fancy Figured Velour.....$14.25
16F-177 Upholstered in Corduroy..... 14.75
16F-178 Upholstered in Plain Cut Velour..... 15.25
16F-179 Upholstered in Chase Leather..... 15.75

WE WILL SHIP YOU THIS MORRIS ROCKER

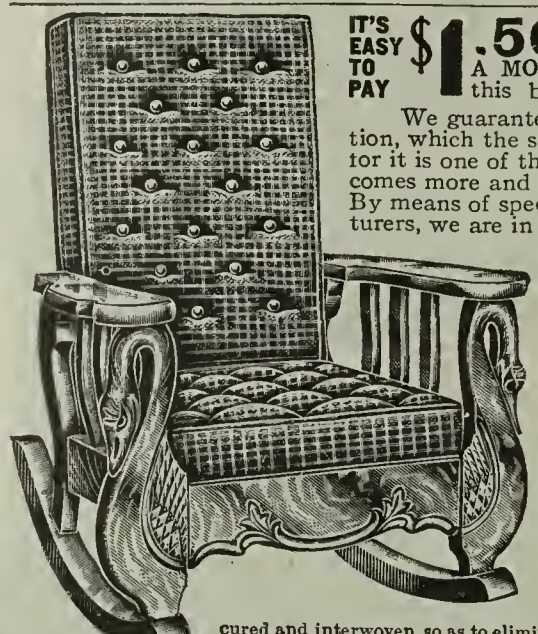
UPON RECEIPT OF **$1.00**
The Balance is Payable
50 CENTS A MONTH.

$7.45

No. 16-180. This superb Fashion Morris Rocker at $7.45 is a fair example of the incomparable values offered throughout this book. We sell more Morris Chairs than any two other mail order houses put together, and our prices on these goods to you are as low as regular dealers pay at wholesale. The chair as shown in illustration is built throughout of selected northern birch and finished in a rich shade of golden. It is equipped with full spring seat, has automatic reclining adjustment; has most dependably upholstered seat and back and will wear as long as loose cushions. Covering material is best quality Chase leather, which will wear almost as well as genuine leather. The frame being made of heavy 1¼ in. stock and strongly reinforced, gives to the chair unusual solidity. The design is especially attractive, and for comfort can not be excelled. Shipping weight, 50 pounds.

Our Reduced Price (Terms, $1 cash, 50c a month.. $7.45

IT'S EASY TO PAY **$1.50 CASH and 75c** A MONTH for the balance on this beautiful Morris Rocker.



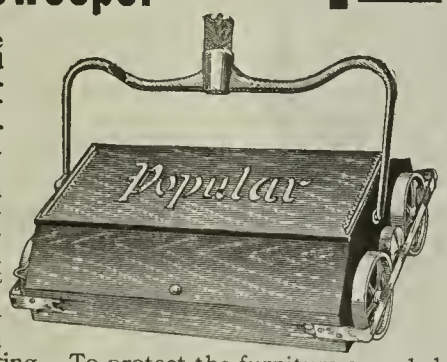
We guarantee this rocker to give entire satisfaction, which the succeeding years will fail to diminish, for it is one of those rare pieces of furniture one becomes more and more attached to as time goes on. By means of special arrangements with the manufacturers, we are in position to offer this splendid rocker at about ½ price, and as we have an unlimited supply to meet the great demand bound to occur as a result of this magnificent bargain, we strongly urge you to, by all means, include one or two in your order. It will be shipped to you for $1.50 cash, and the remainder we are willing to wait for, to be paid in small monthly payments Made of thoroughly seasoned oak, handsomely finished, It is beautifully carved with "swan" front posts and has high arms and massive runners. Has a roomy seat and high back, supported by a goodly number of oil tempered steel springs, firmly secured and interwoven so as to eliminate any danger from any one or more springs getting loose. Has soft, comfortable reversible pads covered with best velour, corduroy or Chase leather. Equipped with our automatic adjustment device, consisting of a heavy brass rod and brass ratchets. Shipping weight, 50 pounds.

OUR REDUCED PRICES:

16F-181 Upholstered in Fancy Figured Velour.....$ 9.85
16F-182 Upholstered in Corduroy..... 10.35
16F-183 Upholstered in Plain Cut Velour..... 10.85
16F-184 Upholstered in Chase Leather..... 11.35

CARPET SWEEPERS

Our "Popular" Carpet Sweeper $1.49



35E-106. Here is the lowest priced Standard Carpet Sweeper on the market. It has a fine quality direct action brush, working with perfect friction, and the dust pans are easily opened by means of an automatic spring. To protect the furniture a corded band extends around the sides of the case, and the latter is made of oak, finely finished, with japanned trimmings. Each sweeper is carefully tested before shipping. Shipping weight, 6 pounds.

Our price.....$1.49

The "Champion" Carpet Sweeper $1.98

35E-107. In our "Champion" Carpet Sweeper we show a medium priced carpet sweeper that is guaranteed to do the work and to give lasting satisfaction. It has a positive broom action, made of pure bristles and its dumping device is controlled by a single spring. The cases are made of popular woods, handsomely hand decorated. It runs noiseless, raises no dust and does the work perfectly. Order at once. Shipping weight, 6 pounds.

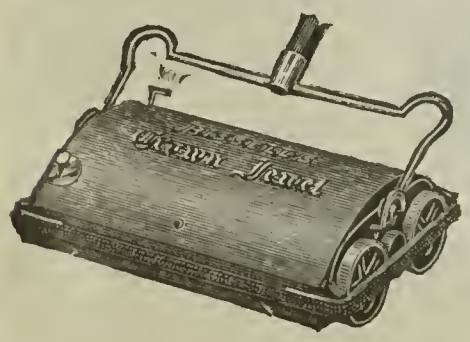
Our price.....$1.98

Bissell's "Standard" at $2.55

35E-109. Bissell's "Standard" Carpet Sweeper is one of the strongest and most durable patterns. It has a most complete broom action making it possible to sweep the heaviest carpets as well as the bare floor by pressing on the handle. In addition it contains all the latest improved devices of other high grade sweepers, such as self-adjusting brush, automatic dump and reversible bail spring, the latter preventing the sweeper from tipping when it is drawn quickly over the carpet. Shipping weight, 7 pounds.

Our price.....$2.55

BISSELL'S "CROWN JEWEL," $2.39



35E-108. The name "Bissell's" is sufficient guarantee that this carpet Sweeper will be found to be just as represented. It is a thoroughly high grade sweeper containing all the best features of modern carpet sweepers. The machine has a self-adjusting brush, reversible bail spring, automatic dump, anti-raveler, woven braid furniture protector and metal covered handle. The brush is made of extra quality bristles and the dumping device is simple and easily operated. The "Crown Jewel" has a gracefully curved top and the case is made of birch, mahogany finish. Shipping weight 6 pounds.

Our price.....$2.39

Bissell's "Cyco" Bearing "Grand Rapids," $2.88

35E-110. The most popular Sweeper in the world. More of these have been sold the past fifteen years than all others combined. We advise our customers to purchase the "Grand Rapids," getting the best made at about ⅓ less than from your local dealer. It has all the latest improvements, as "Cyco" bearings, which reduces friction, runs easier, makes no noise, raises no dust, requires no oiling, and insures positive rotation of the brush, making the best sweeper in the world. It also is equipped with dust-proof axle tubes, anti-raveler protector and perfect pan dumping device. Shipping weight, 8 pounds. Our price.....$2.88

$7.95 Department of Dressers $32.75

Gold Medal Brand Guaranteed Quality—The Kind Everybody Wants

We are now offering the genuine Gold Medal Brand furniture—the very identical kind you see in the finest homes—at an even lower cost than you would ordinarily pay for the commonest goods. Michigan is the greatest furniture producing state in the world and we are located here where we have every advantage. Our great factory interests have grown to such enormous proportions that we can and do sell the finest goods to our customers at prices that are astonishingly low. No other home furnishing concern in the world is in a position to make this better class of furniture and sell it to the people at factory prices; and no other concern in the world has factories equipped with the patented improved machinery that enables experts to turn out the better quality at so low a production cost. Our factories are located in the heart of the lumber regions.

Our big mail-order establishment is here in Michigan's metropolis, the great railroad center and the most important point of lake navigation. Furniture is sent out from here to every point in the world in immense quantities. Our reputation as the "house of quality" has spread to every section of the American continent and our magnificent Gold Medal Brand furniture is known far and wide as the best made. Pick out the dresser you want from these pages and you are assured of getting an article of quality—one that you'll always be proud to own. We trust you for all you want. It's easy to pay the People's way. Send us your order today

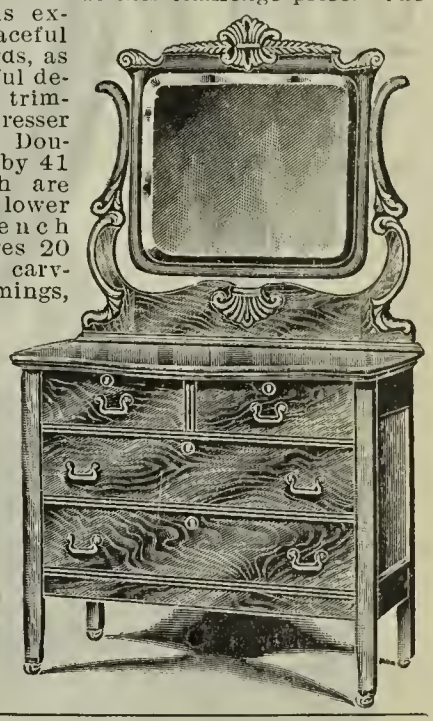
$1.25 Cash, Balance 75c a Month

No. 3L-220. A big Solid Oak Dresser, with handsome double shaped top, measuring 19 by 35 inches in size. Has solid panel ends, heavy pillars, and is splendidly fitted and elegantly finished. Large French bevel plate mirror measures 12 by 20 inches, and is set in richly carved frame. Has artistically designed standards, large drawers and first class trimmings. This is one of our leaders and although the price is extremely low the dresser is thoroughly guaranteed and will prove a splendid value. It is strongly made and will give lasting service. Thousands of customers declare its the greatest bargain they have ever bought. Shipping weight 100 pounds. Easy way to Pay Terms $1.25 Cash, Balance only 75c per month, while you are using the dresser. Our reduced price.

$7.95

A Stylish Design in Solid Oak

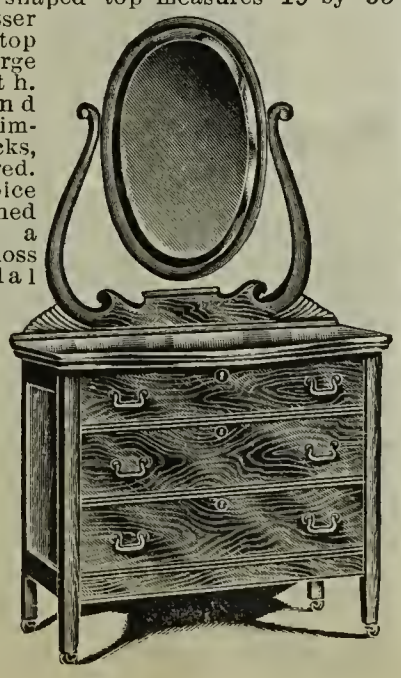
No. 3L-224. Here is a design shown usually in the most expensive grades. We are making them in a superior quality of solid oak to sell at this challenge price. The height of elegance is expressed in the graceful shape of the standards, as well as in the beautiful design and the splendid trimmings. This rich dresser has solid panel ends. Double shaped top is 20 by 41 inches, below which are two top drawers, also lower drawers. Large French plate mirror measures 20 by 24 inches, elegant carvings, finest trimmings, locks, and keys, and casters. The finish is a rich golden shade, which shows off the pretty grain of the fine oak to splendid advantage. Shipping weight, 100 pounds. Terms $2.00 cash, balance $1.00 a month. Our reduced price.



$13.75

Price Greatly Reduced

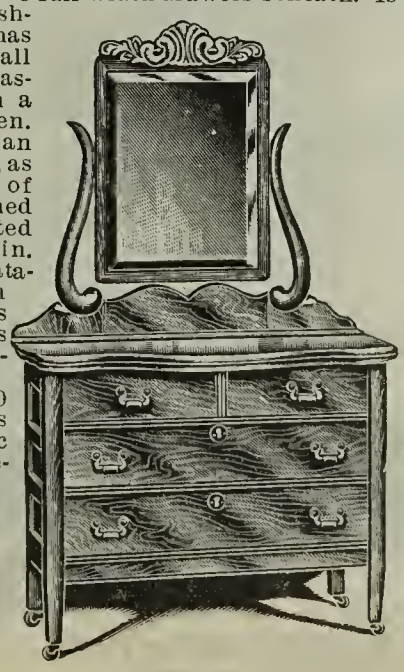
No. 3L-222. This is the lowest priced reliable solid oak dresser with oval mirror ever offered. It is greatly liked on account of the size of the glass, a beautiful piece of beveled Fench plate 14 by 24 inches in size. Mirror is encased in a handsome frame, and is supported by handsome standards. The large double shaped top measures 19 by 35 inches. This dresser has full length top drawer with two large drawers beneath. Panel ends and polished brass trimmings, pulls, locks, keys, etc. Castered. Constructed of choice thoroughly seasoned solid oak, with a beautiful royal gloss finish. Gold Medal Brand dressers are above the average—they are the kind that satisfy. Shipping weight, 100 pounds. Terms $1.50 cash and 75c a month. Our reduced price.



$9.50

Fine Solid Oak Dresser

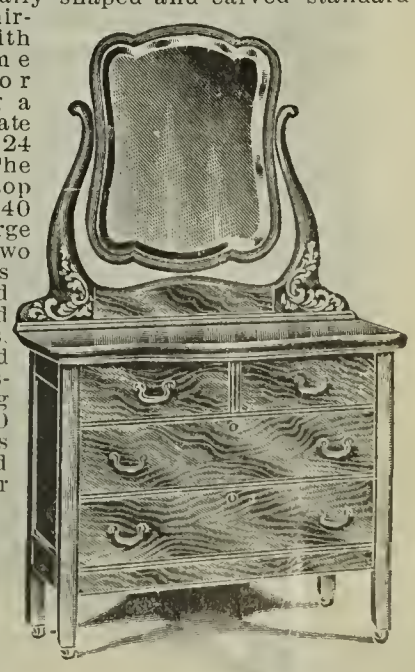
No. 3L-223. Here is a great bargain. A very popular genuine Gold Medal Brand design, and one we are proud to offer at the price. Note the rich carving above the swinging frame of the 14 by 24 inch French bevel plate mirror. Size of double pattern top is 20 by 41 inches; molded edges, divided top drawers, with two full-width drawers beneath. Is equipped with polished brass pulls, has locks and keys for all drawers, and is castered. Finished in a rich shade of golden. This dresser has an elegant appearance, as it is constructed of thoroughly seasoned solid oak selected for fine close grain. Please mention catalog number when you order. This fine dresser answers every possible requirement. Shipping weight, 100 pounds. Terms $1.50 cash and 75c a month. Our reduced price.



$9.95

A Gold Medal Brand Special

No. 3L-221. This dresser is made up in large quantities, enabling us to sell it at this low price. The unusual quality of this Gold Medal Brand dresser has made it a great favorite. It is made of selected solid oak thoroughly seasoned to take a finish in a rich shade of golden. We never saw a richer effect than the artistically shaped and carved standard supporting the mirror, together with the handsome swinging mirror frame, enclosing a French bevel plate mirror, 18 by 24 inches in size. The double pattern top measures 20 by 40 inches. Two large top drawers and two full-width drawers below, all fitted with polished brass pulls, locks and keys. Fitted with good Casters. Shipping weight, 100 pounds. Terms $1.50 cash and 75c a month. Our reduced price.



$11.75

Solid Oak Dresser $11.45

A BEAUTY OF THE FAMOUS "Gold Medal Brand" THE FINEST LINE ON THE MARKET

$1.50 CASH .75¢ PER MONTH

It's Easy to Pay the People's Way! This happy slogan is heard on the lips of the great common people in nearly every community the country over. People are turning away from other concerns to give us their patronage because of the many advantages to be gained.

This Dresser For $1.50 Cash

Balance only **75c** per month while you are using the dresser in your home

No. 3L-239. You'll never again be satisfied with common things after you have seen Gold Medal Brand furniture—everybody notices the difference at once. These beautiful and substantial solid oak Dressers are so extraordinary in quality that it is utterly impossible for mail-order houses buying in the usual way to obtain goods that attain the same degree of elegance. For many years it has been the ambition of certain manufacturers to produce a line of furniture so good, and so absolutely reliable and trustworthy, that they could place upon that furniture their stamp of approval. And not until our great mail-order institution co-operating with the largest and finest factories in this country, started to work on this great plan was it made possible. Today the Gold Medal Brand is known throughout the United States as the standard of excellence in furniture.

We Have Assisted in perfecting new designs and new creations in furniture representing a combination of quality, beauty and sturdy construction, so that now the homes of people in moderate circumstances will have the same style and air of refinement as those where the most expensive furnishings are found.

It is impossible to describe in words and by simple illustration what a difference there is in the appearance of this magnificent furniture. The highest degree of perfection in material, workmanship and finish has been attained. The Gold Medal Brand stands for something—it's a protection against flimsy construction—a distinguishing mark of superior quality.

From Top to Bottom this dresser is a model of fine workmanship, and with its neat carvings and elegant rich oak finish, it presents a commanding figure. It will add grace and beauty to any bedroom and it will always be cherished by its owner. It has that touch of style, that air of quality and exquisiteness of finish so characteristic of the furniture seen in palatial residences. And look at the price! Could a bargain be more enticing! No woman would ask for a finer appearing dresser and no man's income is too limited for him to own one. Think of getting such a magnificent article for only $1.50 cash, and the use of it in your home while you pay the balance in easy monthly payments of only 75 cents. It's easy to pay the People's way because you get better goods—because you get lower prices—and because you can pay a little each month as you go along. Most everyone prefers this way of buying—it allows you to use your money for other things, and besides it makes it so easy to have the best of everything without raising a lot of cash to pay for it all at once. Our famous plan provides the most convenient method of paying for your goods and we know you will appreciate it.

Detailed Description This latest style, large full size dresser has a double shaped top and solid panel ends, Two top drawers of ample size in addition to the large full-width lower drawers provide an abundance of space. All of the drawers are perfectly fitted and move in and out with adequate ease and evenness. All posts and cross bars are mortised and framed by master cabinet makers, and each detail is completed to absolute perfection. The dresser is thoroughly trimmed and castered and every item of material used is strictly high grade. The oak used is a very superior grade, perfectly seasoned and kiln dried. The oil, the glue, the varnish—everything entering into the construction is first quality. The color is a rich golden, and the beauty of the oak is further augmented by the superb finish.

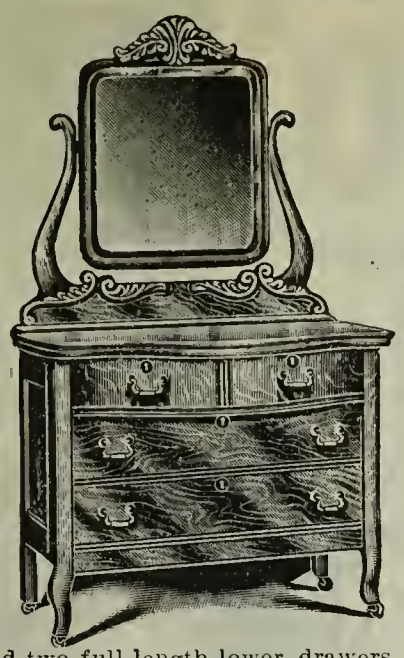
Measurements The large double shape top measures 20 by 41 inches, with correspondingly large dimensions throughout. The heavy French bevel plate glass mirror is 22 inches high by 16 inches wide. It is oval in shape and rests in a beautiful rounded frame. The standards which support the mirror on either side are most artistically designed and are in perfect harmony with the symmetry of the dresser as a whole. The splendid mirror in this dresser is in direct contrast with the cheap domestic plate so prevalent in dressers usually sold at moderate prices. We do not use anything but the best French plate glass in our furniture. This point is worthy of consideration and one that should not be overlooked.

The Trimmings All the trimmings are of excellent grade and artistically made so as to enhance the splendid general appearance of the article. The neat carving on each side of back adds a finishing touch that completes the elegant design.

It takes only $1.50 to make the first payment and then you have the use of the dresser while you are paying the balance at the rate of only 75c a mo. Send us the order today with a postoffice money order for $1.50, so we can ship it to you without delay. Our reduced price..... **$11.45**

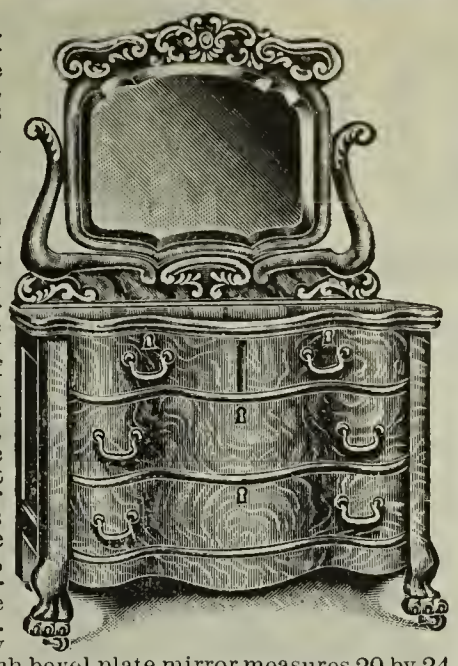
Order by this No. 3L-239
Shipping Weight 100 pounds. Our Reduced Price $11.45
Terms: $1.50 Cash; balance 75c per month

Splendid Solid Oak Dresser



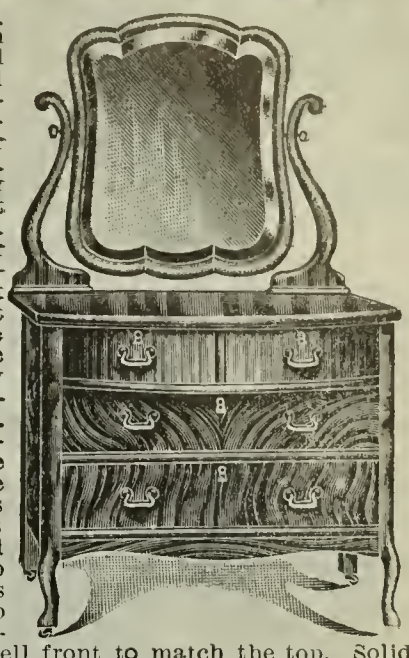
No. 3L-225. A rich Gold Medal Brand Design and an extraordinary value at this special low price. The swelled top and swelled front top drawers add a touch of elegance to the distinctive shape. The handsome standards and the heavy mirror frame are richly carved and splendidly finished. Large French bevel plate mirror is 24 inches high by 20 inches wide and a perfect beauty. The double top is swell shape and measures 20 by 41 inches. Made of choice oak with elegant finish. Solid panel ends; two top drawers and two full length lower drawers. Note the French legs, heavy posts, and real carvings. This is a perfectly made and well finished dresser. Shipping weight about 125 pounds. Terms $2.00 cash, balance $1.00 per month. Our reduced price..... **$14.65**

Elegant Gold Medal Brand



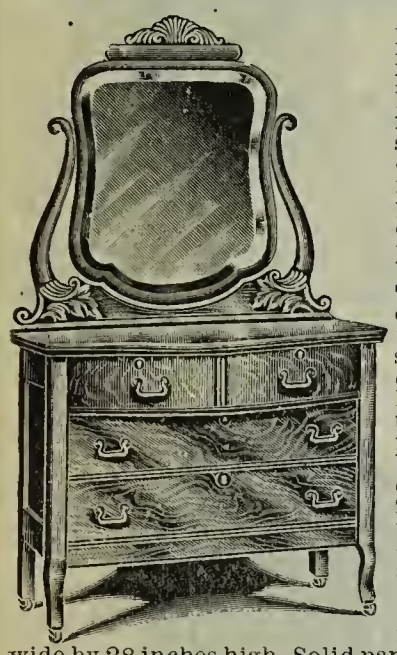
No. 3L-228. The heavy demand for these magnificent oak dressers is a sure indication of their remarkable value at the price here quoted. Look at the beautiful design, the exquisite carvings and the masterly way every detail of the splendid construction is worked out. It is one of the handsomest designs ever created. Has full serpentine front and top, massive pillars, elaborate deep carvings. Extra heavy art-style French bevel plate mirror measures 20 by 24 inches. Double top measures 21 by 40 inches. Massive claw feet; finest trimmings. Shipping weight about 130 pounds. Terms $2.50 cash, balance $1.00 per month, Our reduced price..... **$16.95**

A Beauty in Mahogany



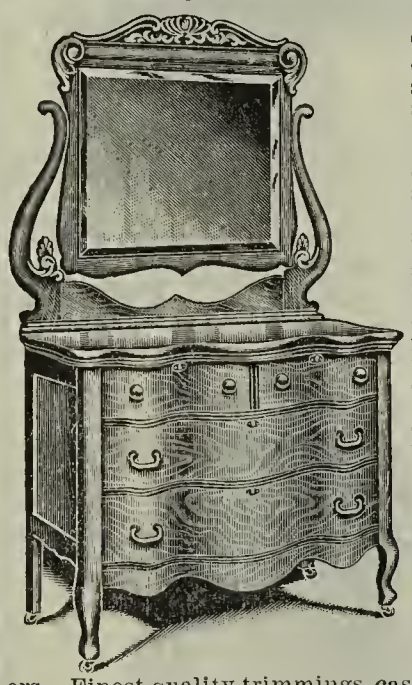
No. 3L-230. We will furnish this rich Gold Medal Brand dresser in mahogany, quarter-sawed oak or bird's-eye maple. Be sure to specify which you want when you order. This is one of our finest offerings—a dresser that would cost at least one-third more were it not made in our big factory under most favorable conditions. The elegant pattern shape large French bevel plate mirror measures 28 by 22 inches and the large swell front double top is 42 by 22 inches in size. The top drawers are divided and are swell front to match the top. Solid panel ends; French legs; beautiful trimmings. State on your order kind of wood wanted. Shipping weight about 150 pounds. Terms $3.50 cash, balance $1.75 per month. Our reduced price..... **$23.95**

New Design - Exceptional Value



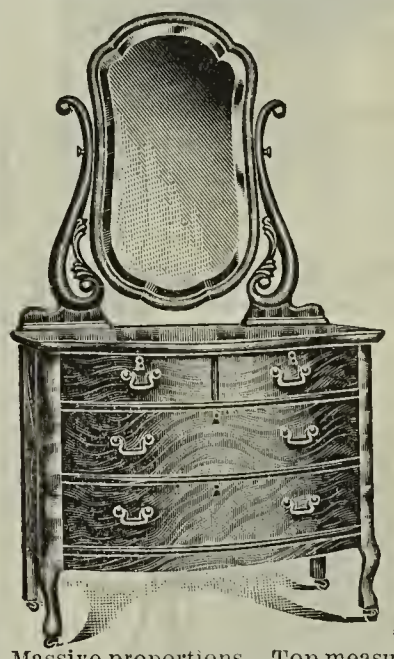
No. 3L-226. Lovers of beautiful furniture will admire this Gold Medal Brand Dresser for its very artistic design and careful construction. A nicely rounded pattern frame with carved top contains the large French bevel plate mirror. The quarter-sawed oak and solid oak used in the construction of this dresser is the finest kiln dried stock and the deep golden finish is rich and beautiful. Large double top measures 20 by 41 inches and is patterned in accordance with the swelled front top drawers. The big French bevel plate mirror is 22 inches wide by 28 inches high. Solid panel ends. Have front posts terminating in French legs. Best trimmings. Shipping weight about 120 pounds. Terms $2.00 cash, balance $1.00 a month. Our reduced price..... **$14.95**

Extremely Popular Rich Design



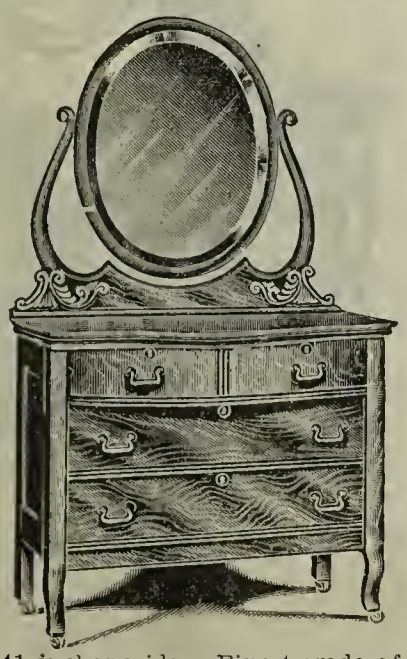
No. 3L-229. This beautiful oak dresser with its serpentine shape swell top and entire front—with its mirror and exquisitely designed and carved mirror frame and standards — with its panel ends, heavy pillars and French legs — with its choice oak and rich golden finish — is beyond question the biggest bargain ever offered at the price. The large double top is 45 inches wide and 22 inches deep and the heavy French bevel plate mirror measures 30 by 24 inches in size. Two top drawers and two full length lower drawers. Finest quality trimmings. casters, lock, key, etc. Shipping weight about 160 pounds. Terms $2.50 cash, balance $1.00 per month. Our reduced price..... **$17.85**

Your Choice of Woods



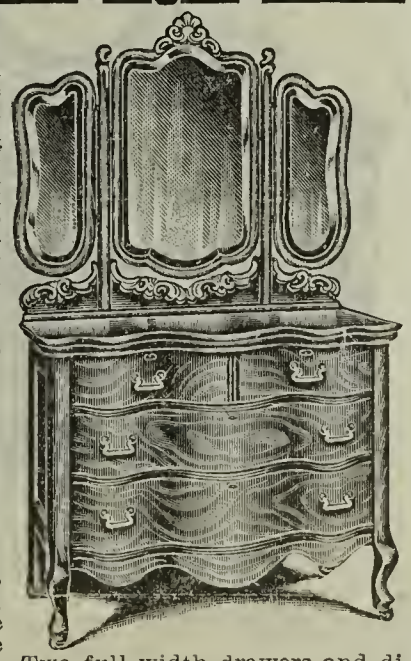
No. 3L-231. The picture here shows this magnificent dresser in mahogany, but you can get it in quarter-sawed oak or bird's-eye maple if you prefer. Specify on your order which you want. The superb finish and the unusual quality of the wood together with the rich design combine to make this one of the finest articles ever manufactured. Before Gold Medal Brand furniture was offered by us at factory prices, this dresser would have cost one third more money. Beautifully carved standards; French legs. Massive proportions. Top measures 42 by 22 inches. French bevel plate mirror 36 by 18 inches. Has swell front, ornamented standards and long mirror. Shipping weight about 150 pounds. Terms $5.00 cash, balance $2.50 a month. Our reduced price..... **$30.50**

Oak Dresser of Great Beauty



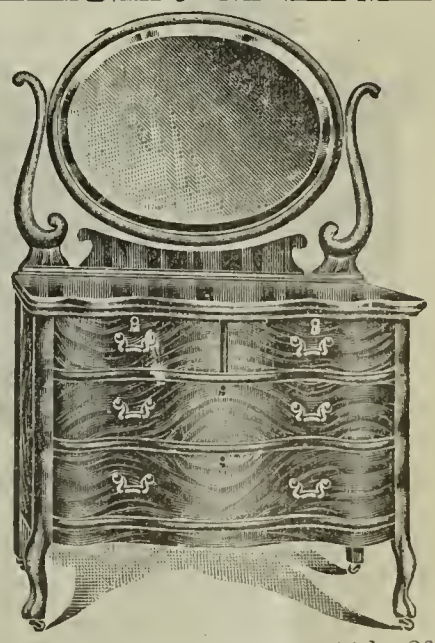
No. 3L-227. Here is a most popular Gold Medal Brand design with large oval mirror. Our big dresser factory makes these dressers in large lots so as to get the cost down to the lowest possible point. The unusually fine oak used in the construction takes a most elegant finish and with the neat carvings, the handsome standards, solid panel ends, swell front top drawers, and French legs, this dresser is a most imposing article. Heavy French bevel plate mirror 22 by 28 inches. Size of large double shape top 20 inches deep by 41 inches wide. Finest grade of trimmings, casters, lock, key, etc. Shipping weight about 122 pounds. Terms $2.25 cash, balance $1.00 per month. A regular $20 dresser the price of which is now reduced to **$15.75**

A Triple Mirror Bargain $20.48

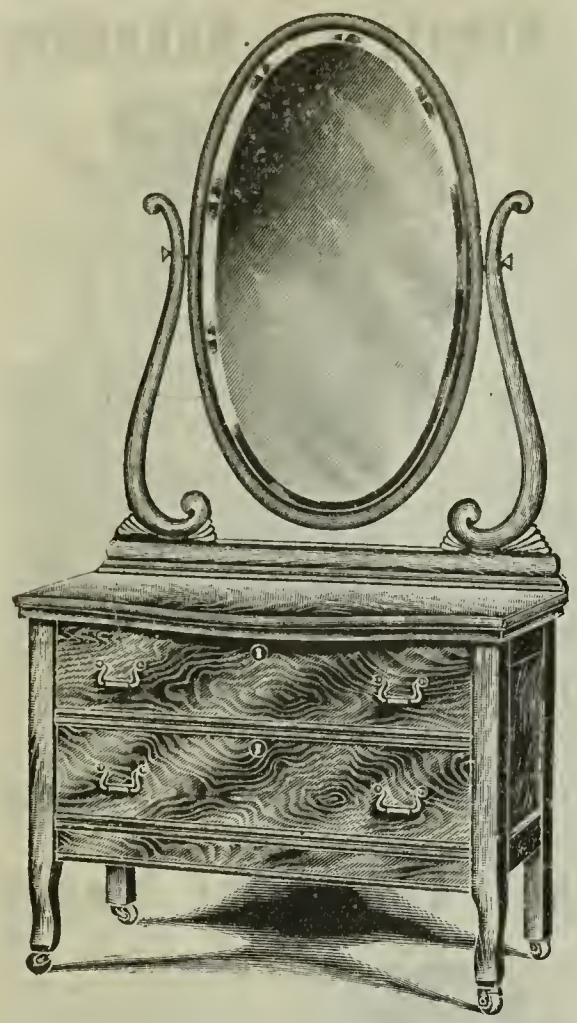


No. 3F-212. This style dresser in polished golden oaks stands at the top in popularity. It is constructed throughout of highly figured quarter-sawed oak with a high piano polish. The handsome triple mirror adorning the top is of great advantage in dressing, as you can easily get front, side or back view desired. Center French bevel mirror measures 18 by 30 inches. Outside French bevel mirrors each measure 8 by 24 inches. The serpentine shaped double top is 22 by 45 inches, conforming to the full serpentine shape of the base. Two full width drawers and divided top drawers. Best triple mirror dresser on the market. Shipping weight about 135 pounds. Terms $3.00 cash, balance $1.50 a month. Worth $25.00. Our reduced price..... **$20.48**

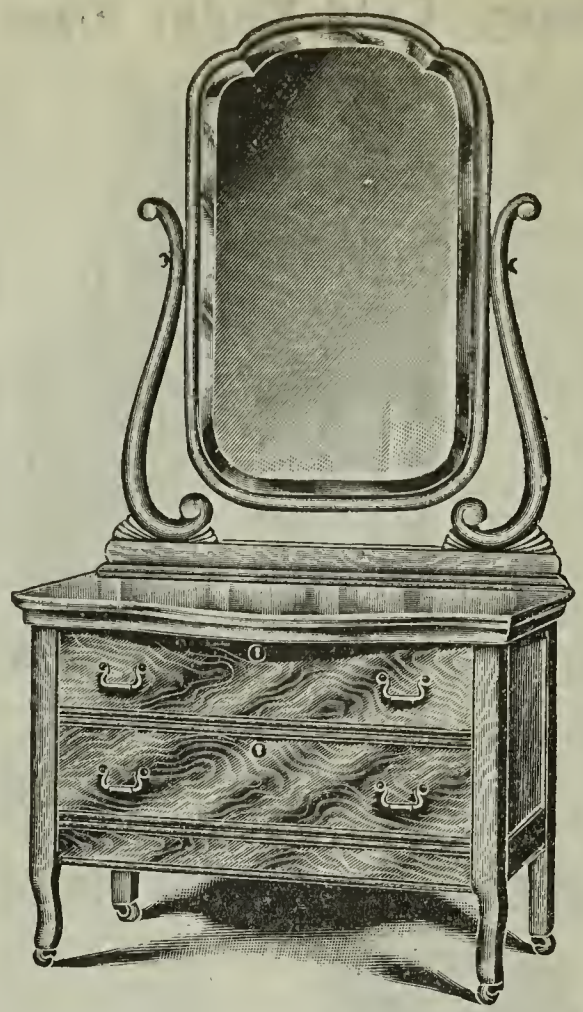
Oak, Mahogany or Maple



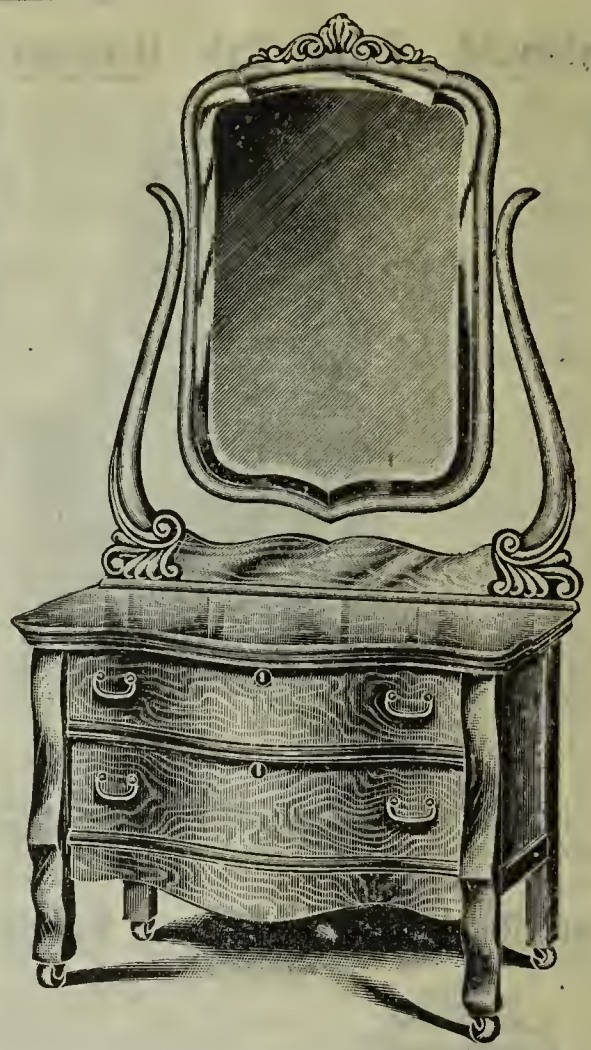
No. 3L-232. There is nothing in the realm of dressers that can compare with this magnificent dresser. It is the finest product of the famous Gold Medal Brand line and has no equal at any price, Be sure to state on your order whether you want quarter-sawed oak, mahogany or bird's-eye maple. It is massive in size, of beautiful design and brilliantly finished. Has serpentine front. Divided top drawers. Large double top measures 44 by 22 inches, Heavy French bevel plate mirror 24 by 30 inches. Finest expert workmanship inside and out. Best trimmings made. French legs. A $50.00 value. Shipp'g. wt. 165 lbs. Terms $5.00 cash, balance $2.50 per mo. Price **$32.75**



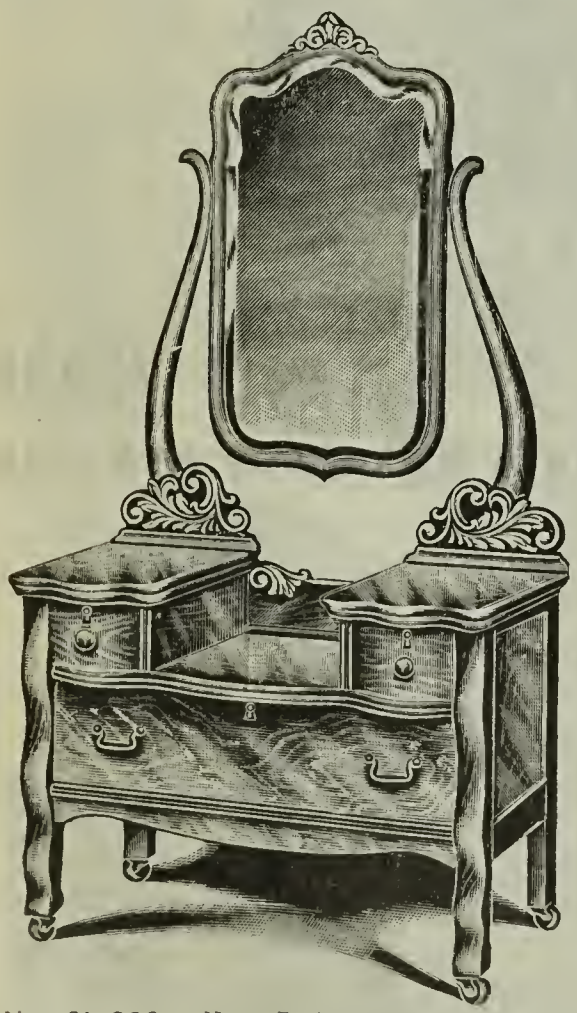
No. 3L-233. Beautiful Solid Oak Princess Dresser. The splendor of "Gold Medal Brand" quality shows in every line of this magnificent dresser. The rare beauty of the oak shows through the rich finish. Tall mirror unusually large and convenient, measures 18 by 36 inches. It has beautiful panel ends. French legs, elegant carvings and finest trimmings. The large double, shaped top measures 19x35 inches. Shipping weight, 105 pounds. Terms $1.50 cash, balance 75c a month. Our reduced price..... **$11.95**



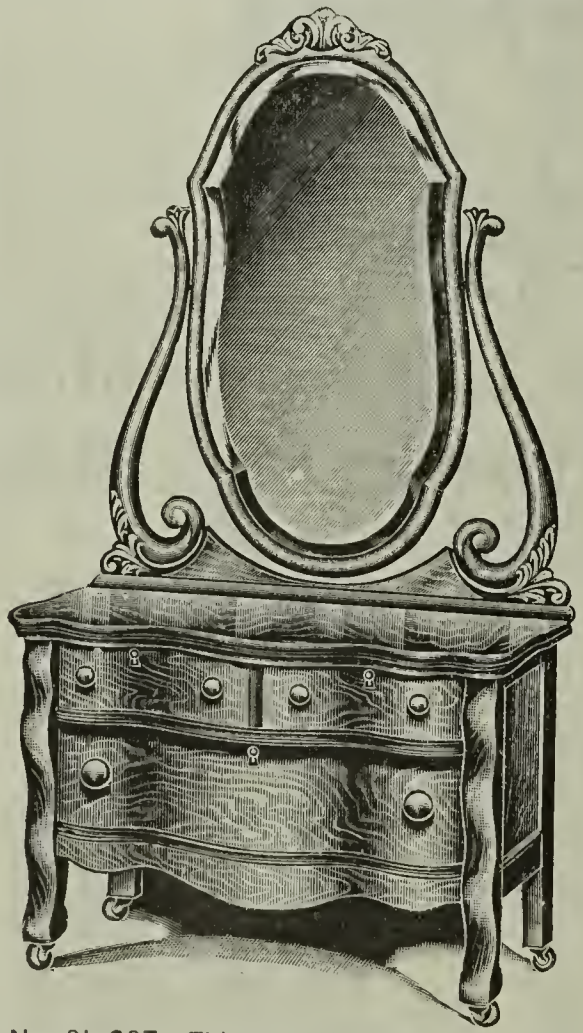
No. 3L-234. A Solid Oak Princess Dresser. It is a model of perfect workmanship and the broad expanse of heavy French plate mirror makes it a great favorite. Size of mirror 18x36 inches. Size of double top 19x35 inches. Note the splendid design' the shaped (or swell front) top, the heavy French legs, the elegant finish of the choice golden oak, the solid panel ends, the artistic standards and mirror frame, and the excellent trimmings. Terms $2.00 cash, balance $1.00 a month. Shipping weight 108 pounds. Our reduced price **$12.85**



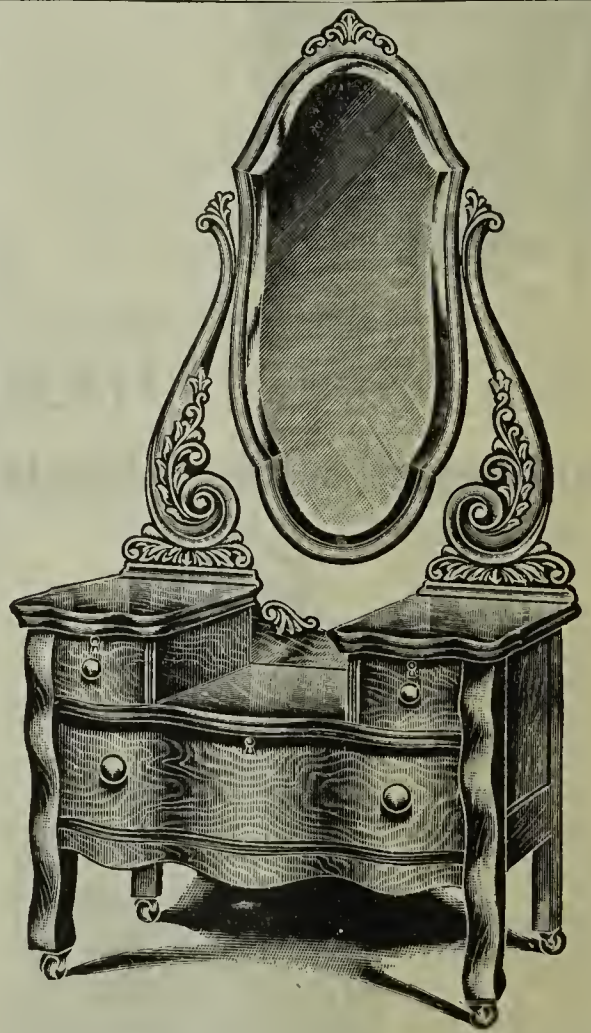
No. 3L-235. Gold Medal Brand Princess Dresser. The French bevel plate mirror is 32x18 inches in size and richly embellished by the handsome pattern shape and by the elegant frame. The artistic, carved standards, the 34x20 inch full swelled top, the swelled front drawers and the new style fashioned legs are points which contribute to its unrivalled excellence. Height of base 28 in. Terms $2.00 cash, balance $1.00 per month. Shipping weight about 110 pounds. Our reduced price **$14.50**



No. 3L-236. New Design Empress Dresser. Magnificent laminated construction and beautifully finished in rich golden oak or in mahogany. Mention on your order which you want. Size of top 40x22 inches. Fashioned swell front top drawer on both sides. Large patterned shape French bevel plate mirror measures 30x18 inches. Height of base 27 inches. Art-style legs. Beautiful carvings on standards. Finest trimmings. Shipping weight 100 pounds. Terms $2.25 cash, balance $1.00 per month. Our reduced price.... **$16.25**



No. 3L-237. This magnificent serpentine front Princess Dresser is made of beautiful Indiana White Oak selected for its rich grain and is perfectly finished so as to present a most elegant appearance. Patterned mirror of finest French bevel plate, measures 40x18 inches. Carved frame and standards, fashioned posts and sepentine swelled front and drawers. Size of top 38x20 inches. Height of base 28 inches. Shipping weight 110 pounds. Terms $2.75 cash, balance $1.25 per month. Our reduced price.. **$18.50**



No. 3L-238. Rich Quarter Sawed Oak Empress Dresser. Exquisite carvings. Made of five-ply laminated Indiana White Oak—built like a piano so it will never warp. The top of base measures 45x22 inches and is 27 inches high from the floor. French bevel plate mirror 18x40 inches. Entire front is serpentine shape. Has rich trimmings, heavy fashioned legs; finest workmanship throughout. Shipping weight 125 pounds. Terms $3.00 cash, balance $1.50 per month. Our reduced price..... **$21.85**

$3.95 *Department of* Commodes $8.95

Superb Gold Medal Brand Quality at Lowest Prices Ever Named

In spite of the fact that our commodes (sometimes called washstands) are all of the famous Gold Medal Brand, which is acknowledged the best made, our prices begin at the remarkably low figure of $3.95.

These sturdy well built and richly finished washstands are built in one of the largest furniture factories in America and are offered to you direct at actual factory price. It's easy to pay the People's way.

The universal stand is a combination washstand and dresser. The prices quoted below are sensationally low and the quality of the articles the finest on the market.

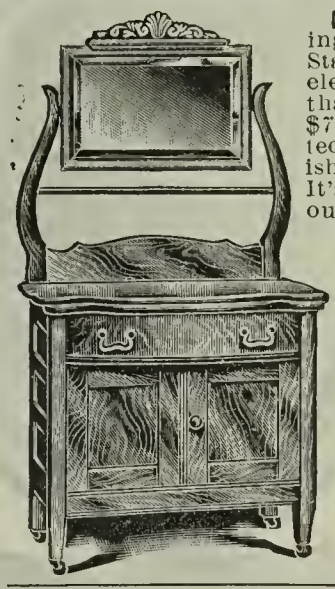
Our Leader Oak Commode

No. 4L-133. This commode is an excellent value at our price and will match up nicely with the furniture of any bedroom. Made of oak and finished golden. The top is a pattern shape, 18 by 30 inches in size. Has a large top drawer, with commodious cabinet below. Splasher and towel rack are neatly designed and ornamented; brass trimmings, good casters. Sold in the ordinary way, this commode would cost you at least $6.00. Our low price is explained by the fact that we have unusual manufacturing and marketing facilities. Shipping weight about 50 pounds. Our reduced price **$3.95**

75c Cash For This Beauty

No. 4L-135. Extremely handsome design, with double shape top and swell front top drawer. Built of solid oak and quarter-sawed oak, rich finish, giving this article the most attractive appearance of any medium priced commode ever offered. The top is 19 by 33 inches. Beneath top drawer is a commodious cabinet and drawers. French legs. Back and towel rack are of the best construction. Solid panel ends. Cast brass trimmings and good casters. Shipping weight about 60 pounds. Terms 75 cents cash, balance 50c a month. This is a splendid commode. Easily worth at least $9.00. Our reduced price **$6.50**

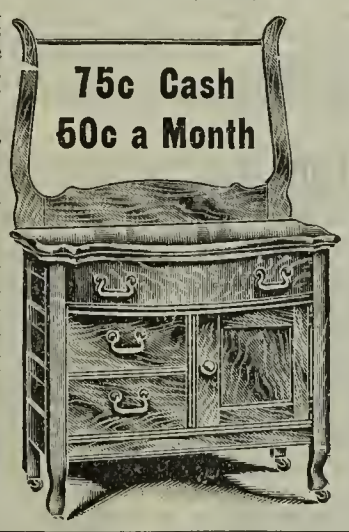
Universal Oak Stand



No. 4L-137. This strikingly handsome Universal Stand is one of the most elegant pieces of furniture that you were ever offered at $7.25. Splendidly constructed in every detail and finished in a rich golden shade. It's high quality ranks it far out of the reach of what you can buy from any other mail order concern on earth for the same money. Made of quarter-sawed oak, kiln dried and air seasoned. Top measures 19 by 33 inches. Has swell top drawer, large cabinet, and beautiful mirror. Casters complete the outfit. Shipping weight about 65 pounds. Terms $1.00 cash, 50c a mo. Our reduced price **$7.50**

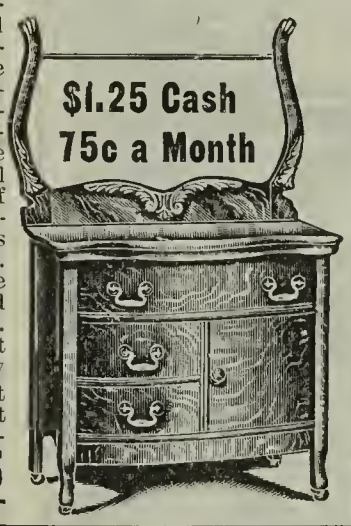
Very Popular Oak Commode

No. 4L-134. Here is a handsome, solid golden oak Commode that illustrates how much you gain on every article purchased of the People's. This commode has a double shaped top, 19 by 33 inches in size, matching the swelled top drawer. There is a roomy cabinet beneath the drawer. Back and towel rack made in the best manner, ornamented neatly. Brass trimmings throughout, good casters, We will guarantee satisfaction in this exceptionally well made oak washstand. The swelled front top drawer has quarter-sawed oak front. Solid panel ends. Shipping weight about 50 pounds. Our reduced price..... **$5.35**



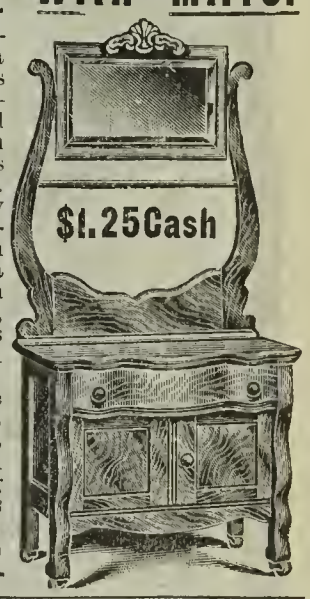
Art Style Oak Commode

No. 4L-136. Made of beautiful quarter-sawed oak with elegant rich polish finish. The entire front of this magnificent commode is swell shape, and with the perfect workmanship and exquisite finish it is the handsomest and most attractive design on the market. This is one of the famous Gold Medal Brand, the equal of which cannot be purchased elsewhere at less than double our price. The large double shape top on this washstand measures 18 by 33 inches. It has French legs, finest trimmings and is richly carved. Shipping weight about 65 pounds. Credit terms $1.25 cash, balance 75c a mo, Our reduced price **$7.75**

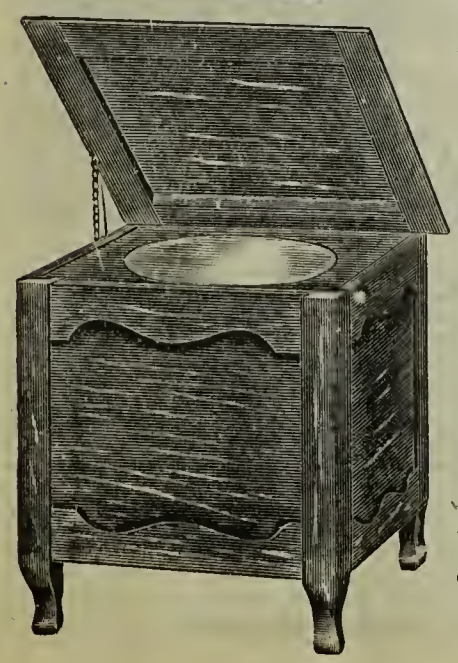


Fine Commode With Mirror

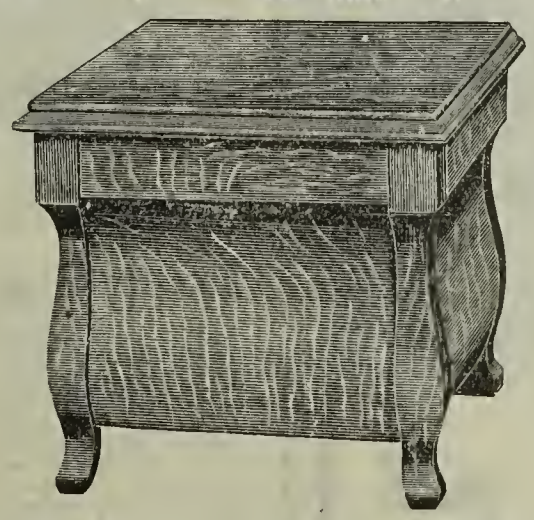
No. 4L-138. A magnificent piece of furniture in a handsome design. This stand combines all the conveniences of a dresser and commode for any room where space is limited. It is made in golden oak finish. Double pattern top is 32 by 20 inches, matching serpentine top drawer Beneath this deep top drawer is a large compartment with double hinged doors. High, gracefully arched standards support a splendid beveled French plate mirror 12 by 20 inches in size. Has ample rack for towels. Height of base 28½ inches. Best laminated construction throughout. Shipping weight 75 pounds. Terms $1.25 cash, 75c a month. Our reduced price.. **$8.95**



$4.48 Three Bargains in Sick-Room Commodes $7.50



No. 4E-105. An indispensable household article especially valuable in time of sickness, thoroughly sanitary in construction, also odorless. It has panel sides and top the latter measuring 16 x 16 inches. Constructed of solid oak, gloss finish. Extra well made with strong corner posts with tapered legs. Great bargain. Shipping weight, 30 pounds. Our price **$4.48**



No. 4E-106. This desirable commode is constructed of quarter-sawed oak, with a royal gloss finish. Has shaped sides and double top, the latter measuring 18x18 inches. Shipping weight about 40 pounds. Our price, $1.00 cash. 50c monthly **$6.90**

No. 4E-107. Sanitary and odorless. Back rest and side arms for very feeble persons. Made of quartered oak finished in royal gloss. Has a double top and a side door for removal of receptacle. Shipping weight, 50 pounds. Our price, $1.00 cash, 50c monthly..... **$7.50**

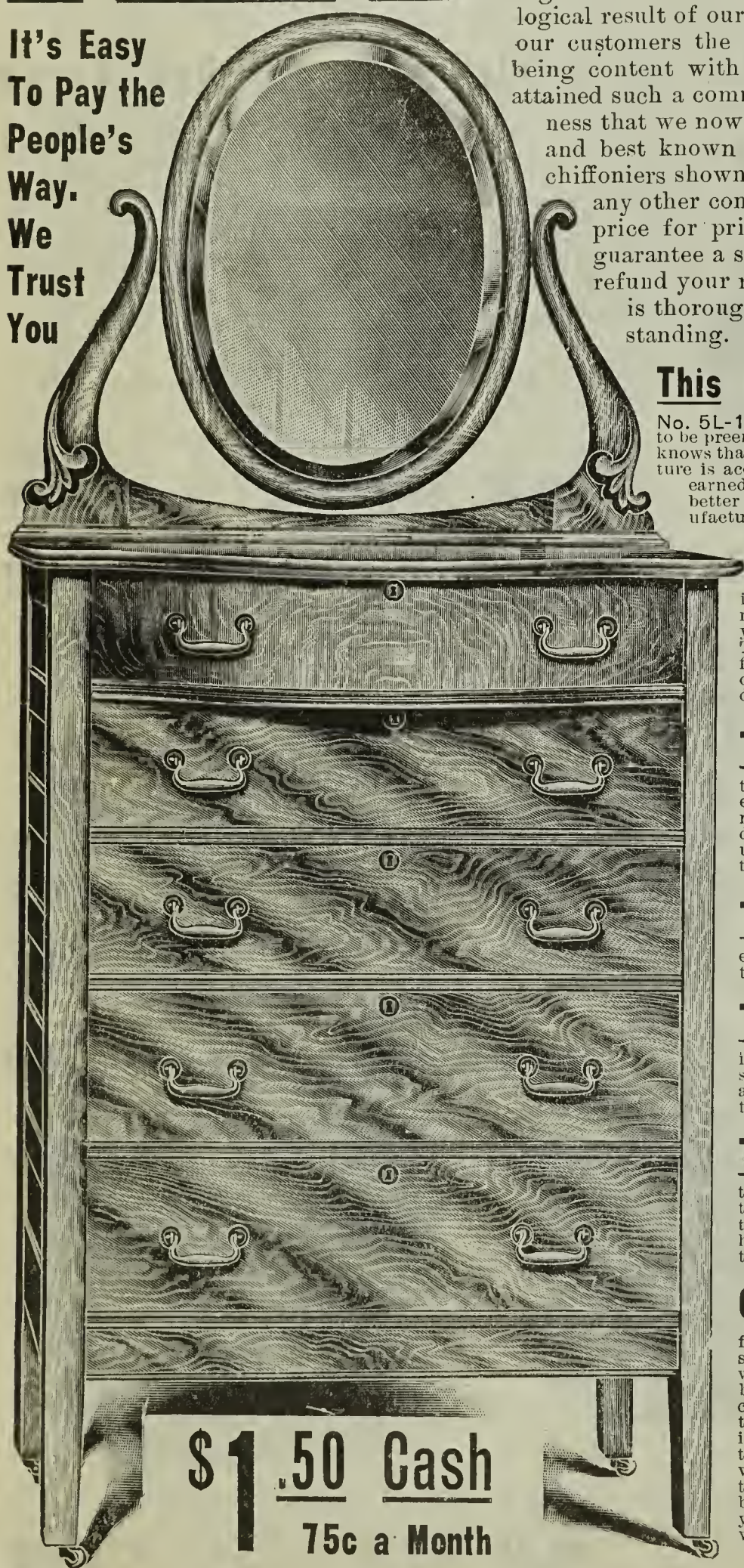
$5.95 Chiffoniers *Department of* $19.75

COMPLETE LINE OF THE FAMOUS "Gold Medal Brand"

Our Enormous Sales

It's Easy To Pay the People's Way. We Trust You

We have had from the start an advantage over every other concern selling furniture. We are located in the metropolis of the greatest furniture producing State in the Union, and the wonderful business we have built up is the logical result of our natural resources and superior facilities. And by giving our customers the benefit of every possible saving from the beginning—by being content with a small margin of profit on each article we sell, we have attained such a commanding position and have gained such a volume of business that we now absolutely control certain outputs of many of the largest and best known furniture factories. This is one of the reasons why the chiffoniers shown in this catalog are greater values than those exhibited by any other concern in the world. Compare our goods, quality for quality, price for price, with those of any other dealer of the country. We guarantee a substantial saving on every purchase made of us or we will refund your money. We never consider a sale closed until our customer is thoroughly satisfied. Let us have your order with that understanding.



This Beautiful Quarter Sawed Oak Chiffonier

No. 5L-132. In all lines of business there are special brands of goods that are known to be preeminently superior. The merit of such goods has been proven and the public knows that they can be depended upon absolutely. The "Gold Medal Brand" on furniture is accepted everywhere by knowing ones as the standard of high quality. It has earned this reputation because the makers have taken pains to produce something better than the ordinary and to maintain the highest degree of perfection in the manufacture of all articles of this brand.

The Wood One of the noticeable differences between Gold Medal Brand Chiffoniers and those of other make is in the quality of the wood. There are so many poor grades of oak used in making furniture these days that the purchaser runs the risk of disappointment unless he knows what he is getting. The Gold Medal Brand label protects you against cheap material and insures you of getting the best quality of wood. This chiffonier is made of quarter sawed oak and solid oak and is perfectly finished in a rich golden shade. It is far superior to anything ever before offered at the price and demonstrates conclusively our ability to outdo all other dealers and mail order houses in the sale of chiffoniers.

The Construction To those who have seen and used Gold Medal Brand furniture it is unnecessary to go into detail in describing the extraordinary construction; but for the benefit of those who have never before purchased, we desire to explain briefly that every part is so accurately fitted, every piece so perfectly mortised and joined, and every detail so expertly executed that the finished product is perceptibly better and will stand the test of time and use, and prove its unusual merit. The large 20x30-inch double top is swell shape with swell front top drawer to match.

The Finish In order to have the finish the right shade, the wood itself must be of good quality and well seasoned before the finish is applied. This is the secret of the elegant finish given the exquisite oak chiffonier shown here. It is made of the choicest material, which takes a beautiful finish in a rich golden shade with a brilliant lustre.

The Mirror is oval in shape and of sufficient size for practical use. It is large and heavy, being made of the finest grade of deeply beveled French plate and measures 20 inches high by 12 inches wide. The mirror frame is a model of perfect workmanship and tends to show off the heavy beveled mirror to splendid advantage. The artistic design and neat carving of the mirror standards are in perfect harmony with the rest of the chiffonier, and in all it is an article that could hardly be improved upon.

The Trimmings Nothing elaborate in design is attempted, the rich elegance of the plain handles so often seen on the finest furniture being strictly adhered to. These trimmings are made of brass and are neatly fashioned in complete harmony with the splendid design of the chiffonier. Locks, keys, handles, casters—every trimming on the chiffonier is strictly high grade, which fact shows that nothing has been neglected to make this a most acceptable article and one far beyond the average chiffonier sold by other houses at a much higher price.

Quality Guarantee $5,000.00 in gold deposited in the First National Bank of Detroit, Mich., substantiates every claim we make of the superiority of our famous Gold Medal Brand furniture. Besides this gold guarantee certificate given with every purchase you have our double binding guarantee backed by the immense capital and resources of this mammoth institution. This wonderful bargain chiffonier is one of the biggest values ever offered to the public. Our easy terms are the most convenient ever devised and our fair, generous treatment of our customers is appreciated by all. Be sure to mention No. 5L-132 on your order for this chiffonier. Shipping weight about 115 lbs. Our reduced price...

$10.45

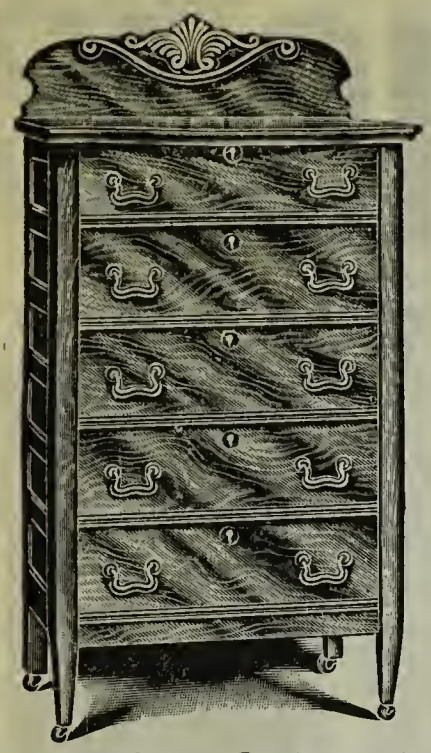
$1.50 Cash

75c a Month

$1.50 Cash

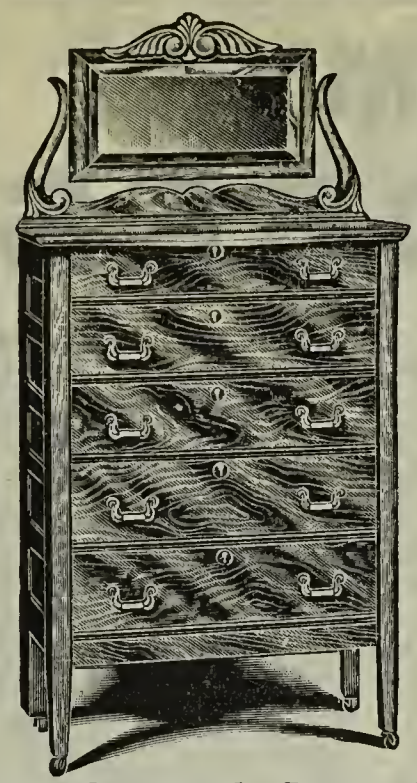
75c a Month

Terms $1.50 Cash, balance 75 cents per month



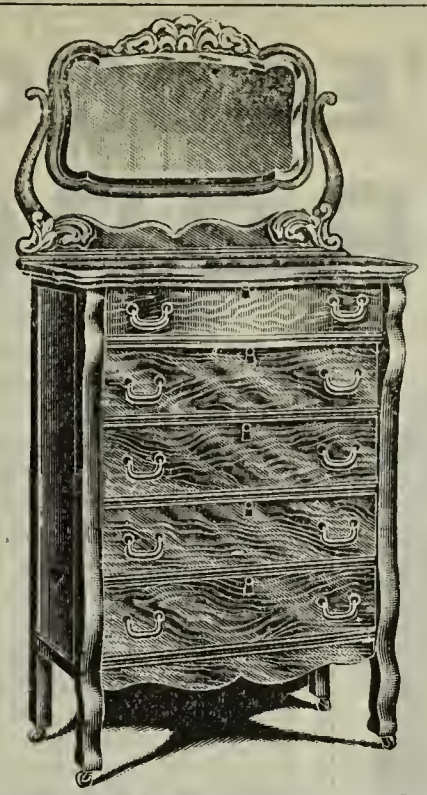
Solid Oak Chiffonier

No. 5L-133. Our great advantage in manufacturing much of our own goods and in being located in Michigan, the great furniture manufacturing state, is well exemplified in this splendid chiffonier worth $9.00 but which we are offering at only $5.95. It is made of solid oak and finished in golden. The large shape top is 30 inches wide and 17 inches deep. Please notice also that it has five large full size perfect fitting drawers and that the construction in every detail is thoroughly high grade. The trimmings, casters, etc., are first quality and the back is daintily carved. This is a great offer and represents a most remarkable value at the low price quoted. Shipping weight about 90 pounds. Terms 75c cash, balance 50c a month. Our reduced price **$5.95**



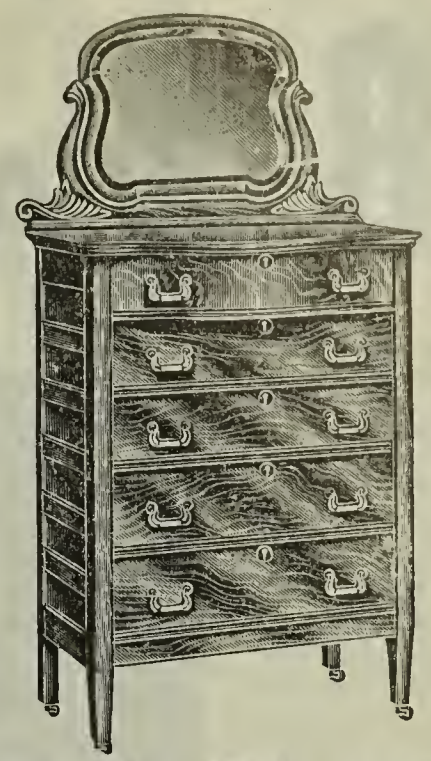
An Unusual Bargain

No. 5L-134. Here is a big handsome solid oak chiffonier with large shape top measuring 30 by 18 inches. The handsome French bevel plate mirror measures 17 inches wide and is 10 inches high. It is set in a most artistically carved frame, which in turn is supported by carved standards. The finish of this article is unusually handsome, being a rich golden shade. It is made in a large factory where the best grade of oak only is used and where the improved machinery and modern equipment throughout make it possible to turn out an extraordinary chiffonier at a sensationally low cost. Five large drawers; finest trimmings. Shipping weight about 96 pounds. Terms $1.25 cash, balance 75c a month. Our reduced price..... **$8.50**



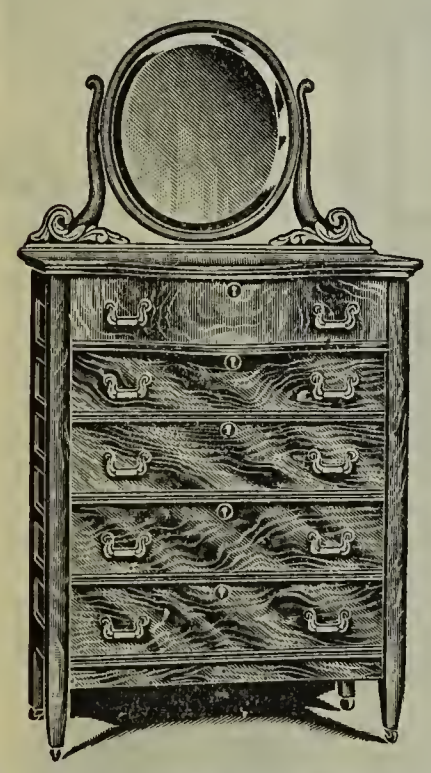
Oak or Mahogany Finish

No. 5L-135. Made throughout in the famous three and five-ply laminated stock, the most enduring in furniture construction. It is built up layer upon layer and glued under hydraulic pressure. Guaranteed to never warp, split, swell, shrink or break. Your piano is made in exactly this manner. Your choice of Golden Oak or Mahogany finish. Please mention on your order which you want. Swelled top and top drawer to match. Top measures 32 by 21 inches. French bevel plate mirror 22 by 14 inches. Height of base 50 inches. Artistic, curved pillers and legs. Carved standard and mirror frame; patterned mirror; superior trimmings; solid panel ends. Shipping Wt. 100 lbs. Terms, $1.50 cash, balance 75c a month. **$11.95**



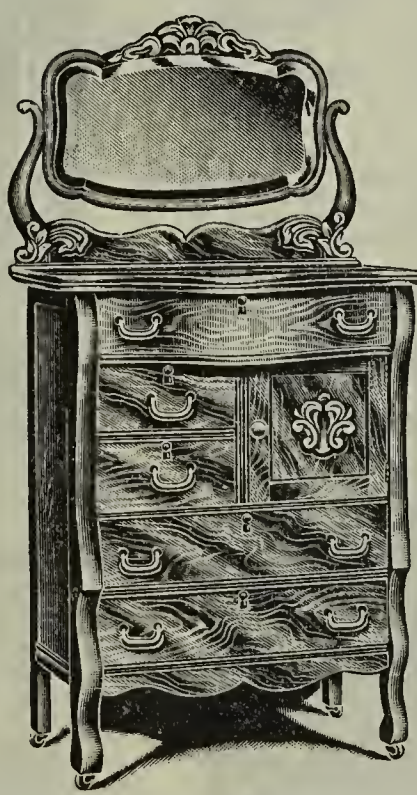
The Gold Medal Brand

This, our No. 5L-136 beautiful oak chiffonier, is one of the celebrated Gold Medal brand which has attracted great admiration because of its unusual elegance and its low price. Here is an article that is worth one third more than we ask. Our great factory interests make possible this most extraordinary offer. This high grade commode is made entirely of choicest oak with a rich finish. The magnificently patterned large heavy French bevel plate mirror is 20 by 16 inches and the double shape top of chiffonier measures 35 by 19 inches. Note the beautiful quarter sawed oak swelled front drawers. This is a rare bargain. Shipping weight 105 pounds. Terms $2 cash, balance $1 per month. Our reduced price **$12.85**



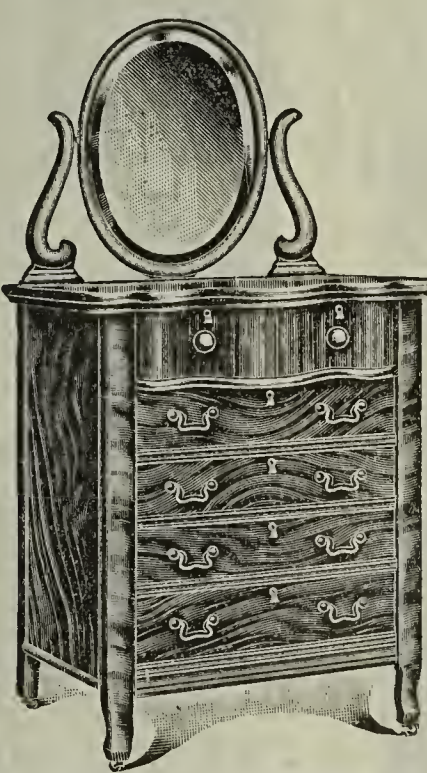
A Remarkable Offer

No. 5L-137. You will at once recognize in this rich Gold Medal Brand Chiffonier a touch of elegance and superiority. You will notice at a glance that it is made of the choicest grade of selected and kiln dried oak. For example, note the beautiful wavy grain of the quarter sawed oak in the artistic swelled front top drawer. Throughout the entire construction great care is given to make every part fit perfectly and the finished product is as handsome a chiffonier as any one need want. Double shape top 19 by 35 inches. Large French bevel plate mirror is 16 by 20 inches in size and of perfect oval shape. Handsome artistic standards. Shipping weight about 110 pounds. Terms $2.00 cash, balance $1.00 per month. Price **$13.65**



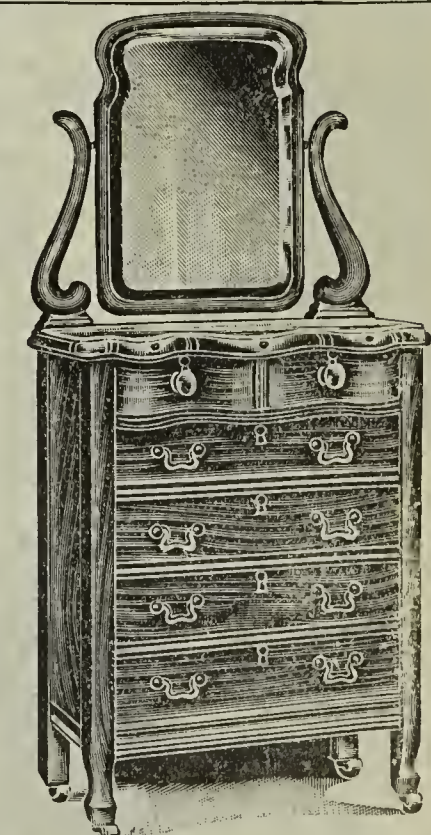
The Latest Design

No. 5L-138. New Gold Medal Brand design. Constructed of choicest three and five-ply laminated Indiana White Oak, noted for it's beautiful figure and the rich finish which it takes. The strong, heavy pillars are artistically patterned and terminate in handsomely carved legs. The rich frame is elaborately carved at top. The carved standards are extremely graceful in outline. French bevel plate mirror is 22 by 14 inches in size. The heavy top measures 32 by 21 inches and is swelled shape to match the swelled front top drawer. Five large drawers and separate compartments fitted with hinged door and fastener. Shipping weight 115 pounds. Terms $2.00 cash, balance $1.00 per month. Our reduced price **$14.25**



Magnificent Chiffonier

No. 5L-139. At a remarkably moderate price this beautiful mahogany chiffonier possesses all the attractive features of the most expensive. Gold Medal Brand furniture is simply revolutionizing the furniture business because its quality is superb and its entire construction the very finest, while the price is not any more than has always been asked for ordinary grades. The picture here shows it in rich mahogany, but if desired, it can be furnished in oak. Large double top measures 30 by 19½ inches and the heavy French bevel plat emirror is 20 by 14 inches in size. Double top drawers with serpentine front; rich trimmings; French legs. Shipping weight about 125 pounds. Terms $2.50 cash, balance $1 per month. Price..... **$17.50**

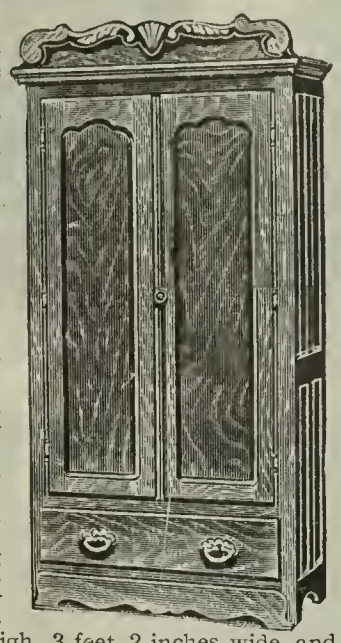


Nothing Better Made

No. 5L-140. This magnificent mahogany chiffonier cannot be surpassed. This is the prize model of the famous Gold Medal Brand and represents the highest type of chiffonier construction. Our improved facilities for manufacturing them in large quantities makes possible this reduced price. Note the secret drawers, three of them, between the two layers of the double top. Notice, too, the extra long pattern shaped French bevel plate mirror, measuring 14 by 20 inches and the serpentine top and large top drawers. Every feature of this elegant piece spells superiority. Size of top 30 by 19½ inches. French legs; solid panel ends. Shipping weight about 130 pounds. Price. **$19.75**

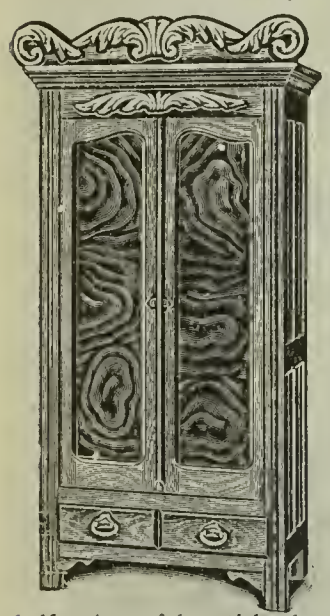
$8.80 "ECONOMY" WARDROBES $19.95

$1.25 Cash, 75c Monthly



36E-920. Here is the lowest priced high grade "Economy" Wardrobe on the market. There are cheaper wardrobes or "clothes closets" sold but not with our guarantee against warping with the heat or falling apart after a few month's service. This wardrobe is made in a very reliable manner of solid kiln dried hardwood with a solid oak front, all finished in a rich shade of golden. It has two well made dust-proof doors enclosing a roomy compartment fitted with shelf and clothes hooks in abundance. It has a full width drawer on the bottom suitable for holding linen, etc. It has paneled sides and a richly carved top. It measures 6 feet 6 inches high, 3 feet 2 inches wide and 15½ inches deep. Complete with casters. Shipping weight, 100 pounds. **Our Price** $8.80

$1.50 Cash, 75c Monthly



36E-922. Here is a decidedly popular "Economy" Wardrobe. Our low price of $9.95 is no true indication of its real value. It is sold for $15 in any store in the country. It measures 40 inches in width, 7 feet 5 inches in height and 16½ inches in depth. It is constructed throughout of choice, well seasoned kiln dried poplar, finished in a rich shade of golden. The double paneled doors are beautifully grained. Has a handsome carved top moulding and neat carving directly above the doors. It is fitted with spacious drawers at the bottom, and inside with an ample number of hooks and top shelf. A useful article for any home and at our figure a genuine bargain. Shipping weight, 150 pounds. **Our price** $9.95

Send Us $1.50 First Payment

36E-923. For $1.50 cash we will ship you this splendid solid oak front "economy" Wardrobe. It is of a design that proved extremely popular last season, but it has since been greatly improved as to construction and finish. Note the handsomely designed hand carved top moulding and the neat carving directly above the doors. The latter are tightly fitting and open up on a double compartment with one full-width shelf across the top, below which to the left, there are two half-width shelves, and to the right a space provided with an ample number of hooks for hanging clothing. Two neat drawers near the bottom give additional room for the storage of small articles. It is constructed throughout of the best grade of poplar, finished to resemble golden oak. It stands 7 feet 5 inches high, is 3 feet 4 inches wide and 16½ inches deep. A remarkable wardrobe offer, one that cannot be duplicated elsewhere.

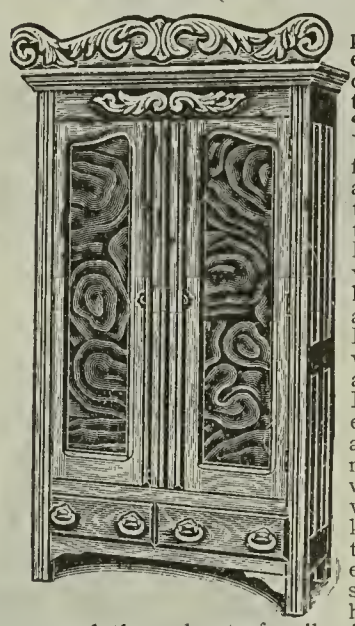
With our low prices and most liberal terms of credit a wardrobe in every home is now a possibility.

Certainly no wardrobes are better made than our "Economy" Brand, while our prices are positively from 25 to 40 per cent. below those of any other dealer, cash or credit.

We want to prove this to you. Order a wardrobe at our risk. Send us the required first payment, as evidence of your good faith, and we will ship it to your home for your examination. If it meets with your entire approval it is yours to keep and pay for in small monthly installments; if it does not satisfy you in every particular we will gladly take it back and refund your first payment and besides all freight charges you may have paid.

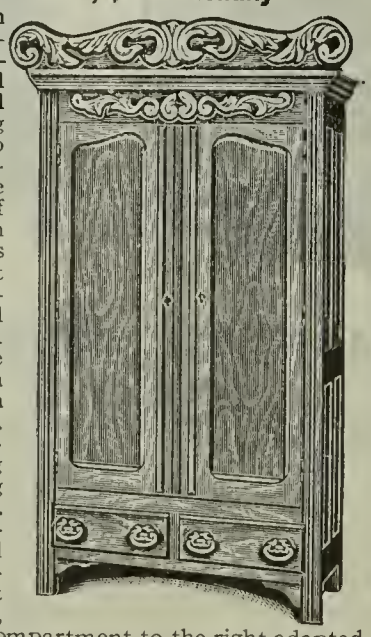
See page 5 for our Easy-Way-to-Pay-Credit System.

It's Easy to Pay—$1.50 cash 75c Monthly



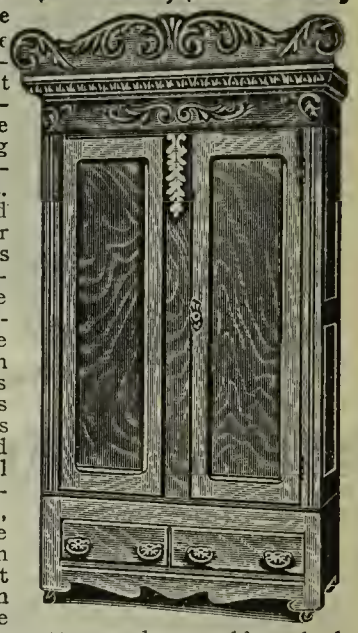
36E-924. At a price 40 per cent. lower than our lowest competitor we offer this splendid 90-inch "economy" wardrobe. You will be delightfully surprised at the amount of clothing that can be stored in this elegant wardrobe. Note the dimensions: width, 45 inches, height, 7 feet, 6 inches and depth 16½ inches, Positively the largest wardrobe ever listed anywhere at the price. It has a neatly designed hand carved top and a double compartment containing a full width, and two ½-width shelves. It is kept dust-proof by two handsomely paneled doors fitted with strong locks and good hinges. It is constructed throughout of well selected poplar, finished in a rich shade of golden. Shipping weight, 175 pounds. **Our Reduced Price** $11.75

Terms: $2.00 Cash, $1.00 Monthly



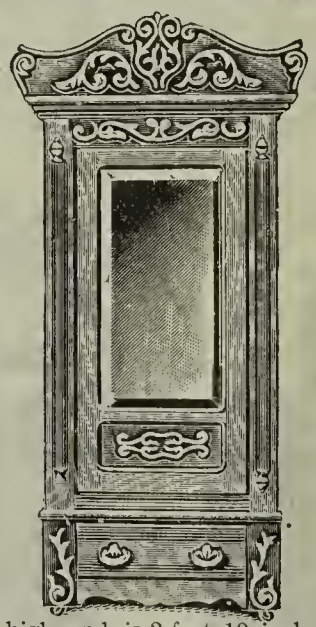
36E-925. An "Economy" Wardrobe of huge dimensions. A beautiful design—symmetrical and elegant. Nothing has been spared to make of this the bargain wonder of the season. Our price of $12.95 is less than the small dealer's cost price. It is built of choice, well seasoned and kiln dried poplar, with a solid oak front, the entire wardrobe finished in a rich shade of golden with a royal gloss. It has a neatly carved top moulding and a neat carving above the doors. The latter are handsomely paneled and open upon a dust-proof compartment for storing clothing, etc., and a shelved compartment to the right adapted for holding hats and other small articles. Two neat drawers near the bottom are fitted with brass pulls of a good quality and the doors are fitted with strong locks. This wardrobe measures 3 feet 9 inches in width, 7 feet 6 inches in height and 17½ inches in depth. Shipping weight, 175 pounds. Our price reduced to..... $12.95

A Splendid Wardrobe—$2.75 Cash, $1.25 Monthly



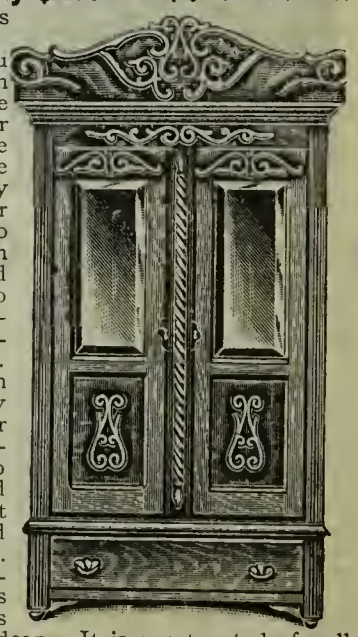
36E-926. Aside from its extra large size and extreme durability, this elegant Wardrobe is distinguished by the profuse hand carving adorning the top and the handsome paneled doors. The interior is fitted with heavy hooks or hangers and shelves and is practically dust-proof when doors are closed. The most important feature is the dimensions, which note: 7 feet, 8 inches high; 3 feet, 9 inches wide and 17½ inches deep. It is constructed of the best material as applied to the manufacture of wardrobes, and is the best of the art of the American workman. It is built of choice poplar, with a solid oak front. The finish is particularly pretty—a deep, golden shade in a royal gloss. Shipping weight, 180 pounds.
Our price $18.50

Art Style Wardrobe, Only $2.50 Cash 1.00 Monthly



36E-921. Here is one of the most artistically designed "economy" Wardrobes ever catalogued. Note the beautifully carved top, the projecting base and the handsome flutted pilasters flanking the door on both sides. The latter is perfectly dust-proof and is adorned with a beautiful genuine French bevel plate mirror which measures fully 36 inches long and 18 inches wide. It has a neat bottom drawer fitted with polished brass pulls. It is quite roomy and will hold a large amount of bed linen, etc. It is constructed throughout of solid oak, with a rich royal gloss finish. It measures 7 feet 5 inches high and is 2 feet 10 inches wide. Shipping weight 140 pounds. **Our Price Reduced to** $16.85

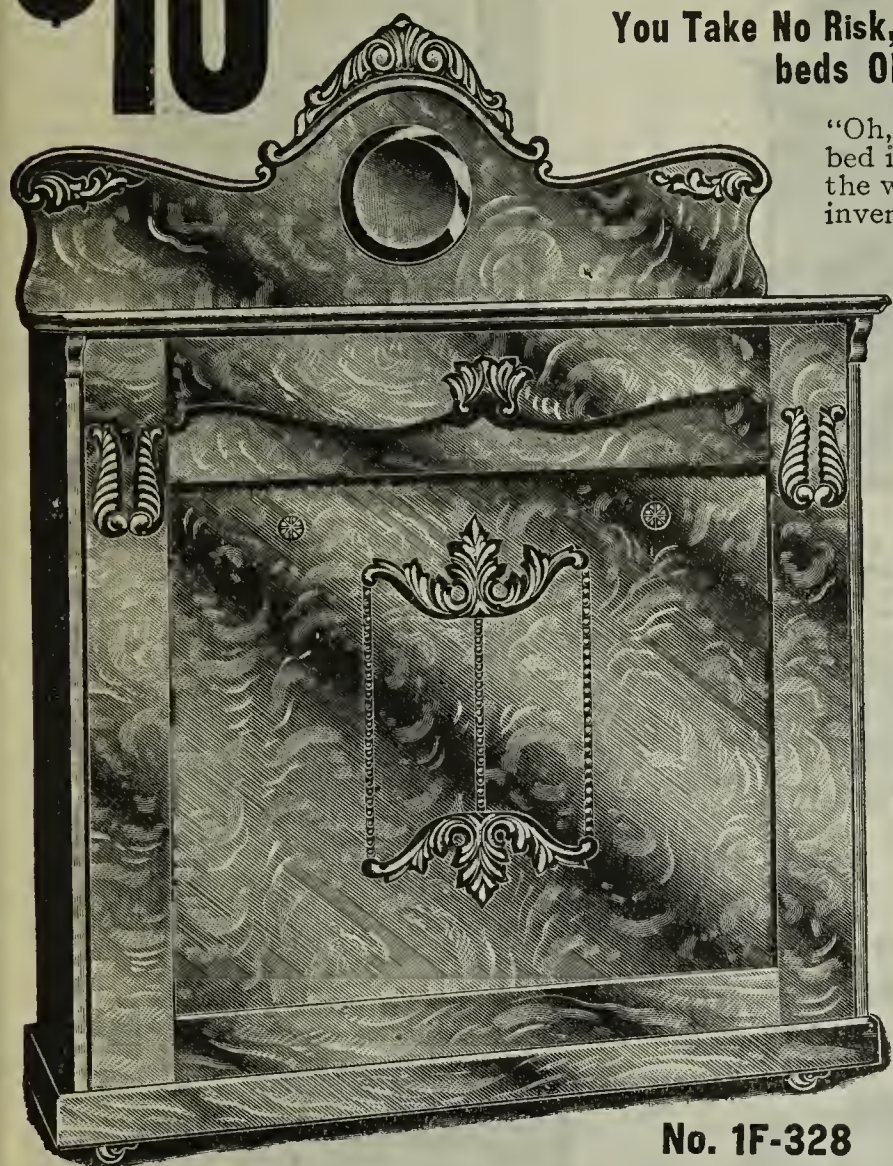
Best in the Line—Only $2.75 Cash, $1.25 Monthly



36E-927. In this splendid "economy" Wardrobe we offer you the greatest value in the world. Note the beautiful rope pilaster extending down the middle between the doors, also the dainty carving on the lower panels. The top is also profusely adorned with well executed hand carving. It has two handsome French bevel plate mirrors measuring 12x30 inches. The deep extension base contains a roomy drawer and the interior is fitted with a full-width top shelf, two ½-width shelves and roomy compartment for clothing, etc., fitted with heavy hooks. This wardrobe measures 7 feet 10 inches high, 3 feet 8 inches wide and 16½ inches deep. It is constructed of well selected highly figured quartered oak with a rich polish finish. Shipping weight, 200 pounds.
Our price $19.95

$13.65 MANTEL & UPRIGHT FOLDING BEDS $36.50

You Take No Risk, Order one of these fine beds ON APPROVAL.



No. 1F-328

"Oh, what a lovely mantel!" your friends will exclaim on seeing this handsome bed in your home, little suspecting that with a touch the Mantel slides out from the wall into a most luxurious bed. Our Mantel Beds are the only beds ever invented that combine rich decorative appearance with solid comfort.

There is nothing to get out of order; cannot open until you unlock it; cannot close until you lock it up, and there are no slats or loose parts to "creak" or become broken. When required for a bed, the Mantel is unlocked, the top is drawn down—as easy as opening the lid of a trunk—the foot is pulled out and you have a great big luxurious bed. In our great retail stores we sell immense numbers of these beds, and we guarantee our prices in this department to be very special and beyond competition.

Send us $2.50 CASH

Balance, $1.00 a Month

YOUR CREDIT IS GOOD

So just send us the small first payment of $2.50 and then the balance of $14.25 at the rate of $1 a month. This gives you fully 14 months in which to pay for this

MAGNIFICENT MANTEL FOLDING BED

OUR LEADER This is our extra special Mantel Folding Bed Leader. We consider it the greatest bargain in the line ever offered. Our reason for terming it a wonderful bargain is because we know our price to be much lower than other dealers ask for their ordinary folding beds.

SUPERIOR CONSTRUCTION This Mantel Folding Bed has every known improvement as applied to this class of beds and its entire construction is of a superior nature. It has nothing to get out of order; it is fitted with the best grade woven wire removable steel springs, and its special patent locking device makes it perfectly safe.

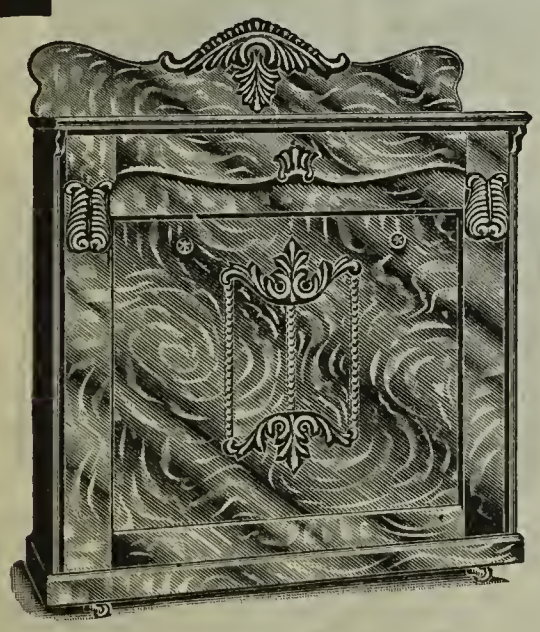
ABSOLUTELY GUARANTEED Do not make the mistake of comparing this magnificent bed with any other offered for the same money. It is far superior to what others sell for 20 per cent. more than what we ask. We absolutely guarantee this to be correct and we agree to refund your money and pay the freight charges both ways if, after you have examined this bed in your own home, you find that it is not worth at least $20.00.

DESCRIPTION This Mantel Folding Bed is made of solid golden oak with beautifully figured quarter-sawed oak panels. It has a French bevel 10-inch mirror set in a beautifully designed and richly carved top. Note also the handsome carvings on the front panels which give it the appearance of a very expensive mantel. When open for a bed it measures 6 feet long by 4 feet wide

SPRINGS It is fitted with the very best all steel removable springs, applied to folding beds. Made of a superior steel fabric supported in the center by several rows of steel coil springs. Shipping weight, 225 pounds.

Our Reduced Price ($2.50 cash, $1.00 a month)..... **$16.75**

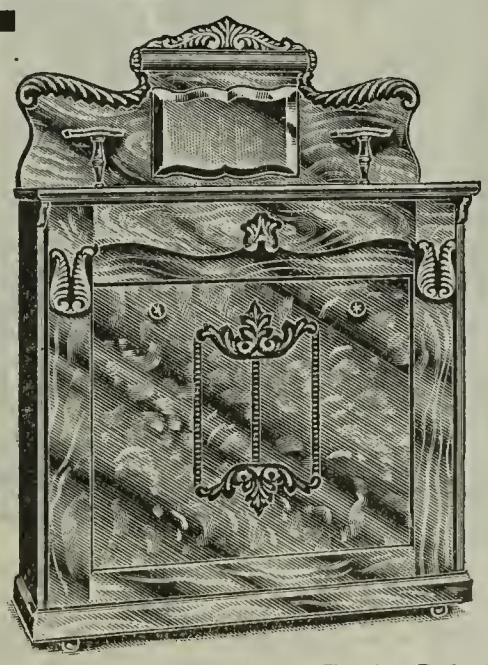
$2.00 Cash for this Folding Bed Balance, $1.00 monthly



1F-327. A very popular design in a mantel folding bed. This is the best made bed ever offered for $13.65. Do not be misled by a low price. By using cheap lumber and poor workmanship other dealers will give you a bed that looks like this, but QUALITY is lacking. We offer this bed at a very slight margin above what it actually costs to make. The only way we could reduce this price still more would be to cheapen the quality. Needless to say we will never do that. This bed is full size, 72 inches long by 48 inches wide. It is made of solid oak, golden finish, with handsome quartered oak panels. It is fitted with best quality removable steel supported springs. Shipping weight 190 pounds. Our reduced price..... **$13.65**

Terms: $2.00 Cash, $1.00 a Month.

$2.75 Cash; $1.25 a month gives you over one year in which to pay for this fine bed.



1F-329. This beautiful Mantel Folding Bed will be shipped to you upon receipt of only $2.75. The balance is payable monthly at the rate of $1.25. It is made of choice solid oak, with a royal gloss finish. The panels are made of select, richly grained quarter-sawed oak, polish finish. This with the choice carving and high grade 12x20 inch pattern French bevel mirror, impart to it an elegance and richness difficult to describe. It must be seen to be appreciated. The inside measurements of the bed when open are 6 feet long by 4 feet wide. It has a superior woven wire coil supported spring that can be removed for cleaning. We guarantee to please you or refund your money. Shipping weight 225 pounds. Our reduced price..... **$18.95**

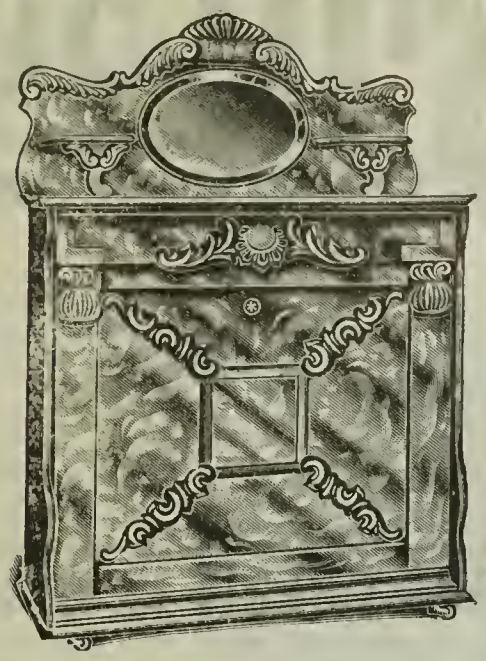
Terms: $2.75 Cash, $1.25 a Month

$3.50 Cash; $1.75 a month are the Easy Way to Pay Terms

1F-330. The profusely carved and ornamented design of this rich Mantel Bed, and the solid Rotary Sawed Golden Oak of which it is made, will convince you that it was designed to sell for nearer $40 than $22.95. It is made under our own supervision according to our own design. We therefore feel safe in recommending this bed. We guarantee that you will be pleased with it in every particular, or we will refund your money and pay the freight charges both ways. When open the bed is 6x4 feet, and has our best woven wire fabric spring, supported by oil-tempered coil springs; also our patent closed back construction. Castered. Shipping weight, 250 pounds. Our reduced price..... **$22.95**

Terms: $3.50 Cash, $1.75 a Month

Terms, $3.50 Cash; $1.75 a month

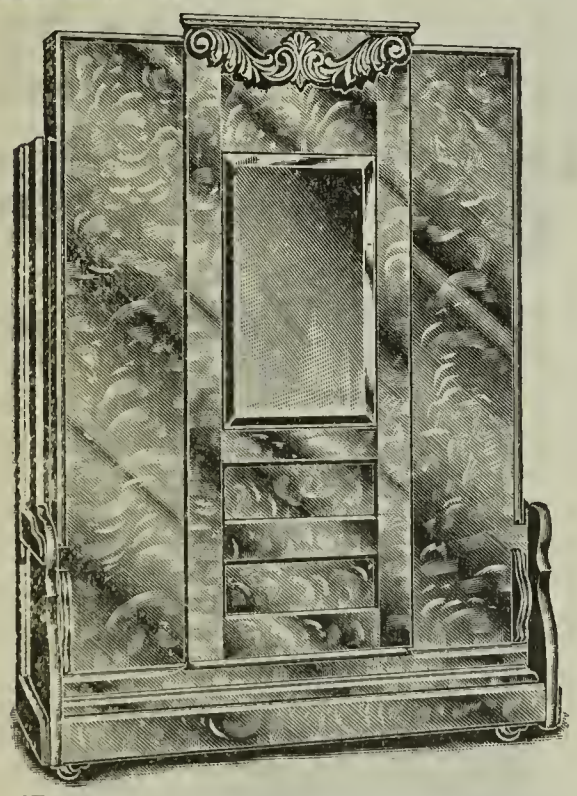


1F-331. The selection of this massive Mantel Bed marks the person who picks it out as one of artistic judgment who will be satisfied only with a splendid design. The front of the base in this bed with its carving and the border at the top, is a solid panel of quarter Sawed Oak, ornamented in the finest manner known to the cabinet maker's art. The cameo 14x24 inch mirror at top is of finest French beveled plate, in a setting of gorgeous carving. The beauty of this bed is not "skin deep." When open it is the handsomest and most luxurious bed obtainable, with woven wire spring of the best quality, supported in the center by steel coil springs. The size of bed, open, is 6x4 feet. This is a great bargain at $25.85, and we advise you to take early advantage of this bargain opportunity. Castered. Shipping weight, 300 pounds.

Our Reduced Price **$25.85**

Terms: $3.50 cash; $1.75 a month.

We will ship this Fine Upright Folding Bed to you upon receipt of .. $4.00 cash. Balance $2.00 a month



1F-334. This is our leader in an Upright Folding Bed. $27.75 is as low a price as we dare ask for a good Upright. We could very easily secure much cheaper Upright Folding Beds; but none that we could honestly recommend As a matter of fact, we would strongly advise you to be suspicious of anything in the line offered for less money. They cannot be perfectly made and offered for less. This Upright Folding Bed is fitted with our patent automatic lock insuring absolute safety and ease of operation. It has our new and improved wire springs guaranteed not to sag. Note the beautiful 18x30-inch French bevel mirror and the neat top carvings. This bed is made of highly figured solid oak, with a royal gloss finish. When open it measures 72 inches long by 50 inches wide. Shipping weight, 375 pounds. Casters furnished.

Our Reduced Price..... **$27.75**

Terms: $4.00 cash; $2.00 a month.

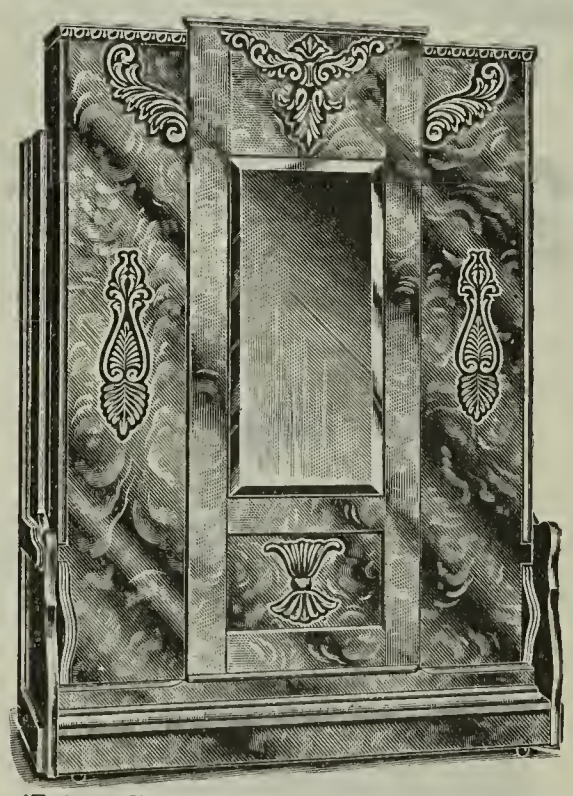
$4.00 Cash, and for the balance you may have a year to pay

1F-332. Regardless of price it would be difficult to find a more handsome Mantel Bed than the one here shown. It is made throughout of choice, quarter-sawed oak, with a royal gloss finish. Note the raised shield effect in center of base and the claw feet on sides. The French plate mirror at top is deeply beveled and measures 12x20 inches in size. It is flanked on either side by a small shelf with carved standard, while above it is a handsome quartered oak ornament with delicate carving. This bed opens out to a size of 6x4 feet, with a spring of finest woven-wire having a centre support of special tempered spiral springs. We will be glad to ship this bed with the agreement that it is a genuine bargain and must give perfect satisfaction. Castered. Shipping weight, 350 pounds.

Our Reduced Price..... **$27.60**

Terms: $4.00 cash; $2.00 monthly.

You can buy this UPRIGHT Folding Bed upon terms of..... $5.00 cash. and $2.50 a month

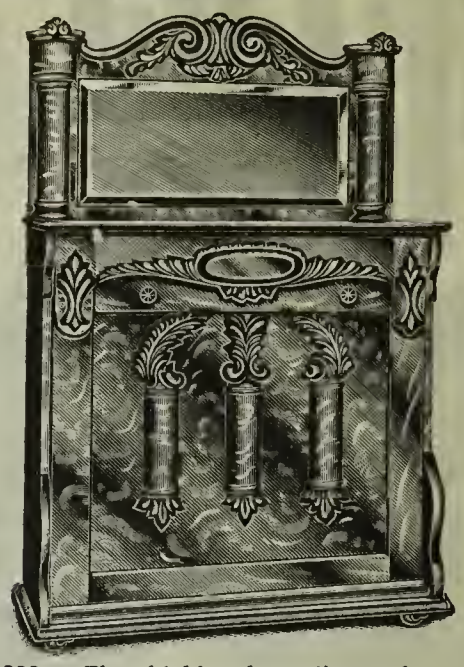


1F-335. You will fall in love with this stately Upright Folding Bed. The design is of remarkable beauty, the workmanship high grade throughout and the mirror is of generous dimensions and of wonderful purity. It is made of heavy French bevel plate and measures fully 3 feet long and is 1½ feet wide. Thus in one article you get a beautiful dressing mirror and a luxurious bed besides. As a bed it measures the regulation 6 feet long and is 50 inches wide. It is fitted with our patent automatic safety lock doing away absolutely with any possible danger of the mechanism getting out of order. Has our new and improved steel spring fabric which is well supported by the best coil steel springs. Material is solid oak with quarter-sawed oak panels, finished in a rich shade of golden. Castered. Shipping weight, 400 pounds.

Our Reduced Price..... **$32.50**

Terms: $5.00 cash; $2.50 a month.

$5.75 Cash, and we will ship this beautiful Mantel Bed to you to use. Balance $2.50 a month.

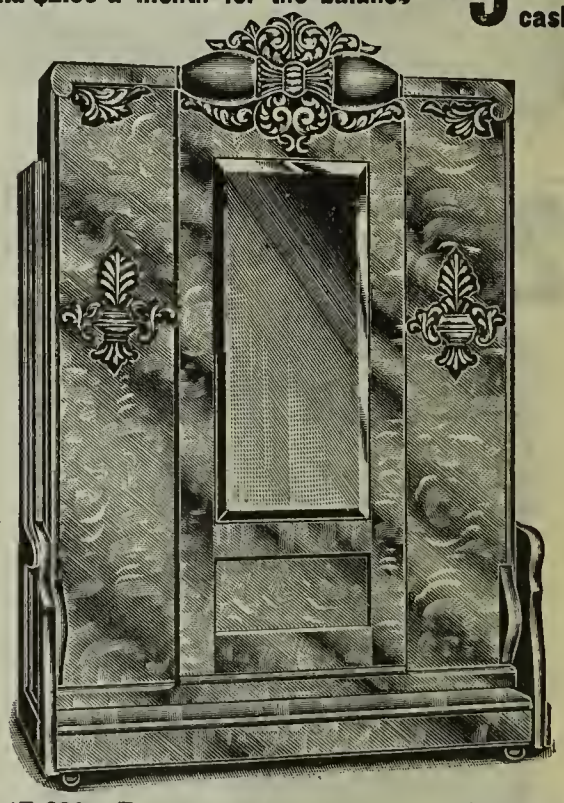


1F-333. The highly decorative value of this magnificent Mantel Bed is fairly shown, even in our small illustration. The triple vertical rolls on the front of base, together with the massive pillars supporting the mirror, give an air of great height and imposing size that greatly distinguishes any room in which this bed is placed. At the same time, the superior casters with which all these beds are fitted make them as easily movable as a table. The beveled French plate mirror is 18x40 inches in size, of finest quality. The massive elegance of this bed entitles it to a place amid the most luxurious surroundings. Examine the various features of its appearance—and then let us send it on approval for you to see what a desirable and comfortable bed it really is. Castered. Shipping weight, 350 pounds.

Our Reduced Price..... **$36.50**

Terms: $5.75 cash; $2.50 a month.

It's easy to pay the People's Way and $2.50 a month for the balance $5.75 cash.



1F-336. Every single point about this great Upright Folding Bed bears out our claim that it is worth at least $50 and that our price of $35.95 is the most startling bargain offer of the year. It merely demonstrates our great purchasing power. Outside of the fact that you have a perfectly made, luxurious and most comfortable bed, the beautiful mirror is the chief attraction. It is 40 inches long, giving you a most satisfactory dressing mirror. The width is 18 inches, and is made of the best quality French bevel plate of remarkable clearness. It is fitted with our new and improved woven wire steel spring fabric supported by steel coil springs and has our patent automatic safety lock. When open this bed measures 6 feet long by 50 inches wide. The material is choice solid oak with a royal gloss finish and has highly figured polished panels richly ornamented with beautifully executed hand carvings. Note especially the beautiful top ornament. Casters furnished. Shipping weigh 400 pounds.

Our Reduced Price..... **$35.95**

Terms: $5.75 cash; $2.50 a month.

Our Leader Solid Oak Bed

No. 1L-351. This beautiful Gold Medal Brand wood bed is one of our special leaders and is strictly first class in every detail. The panels, bars, side rails, and posts are all made, framed and fitted carefully and perfectly. In construction and workmanship this bed is far superior to the average wo .d beds sold by most mail order houses at prices ranging from $7 to $12. This bed is built and finished in one of the largest and finest equipped furniture factories in the world, and the style and finish that is given to it is a radical improvement, in point of quality and elegance, over the old kind you are accustomed to see in stores and in other catalogs. The pretty grain of the solid oak and the rich finish of deep golden hue combine to bring out the most satisfying effect.

About the Price

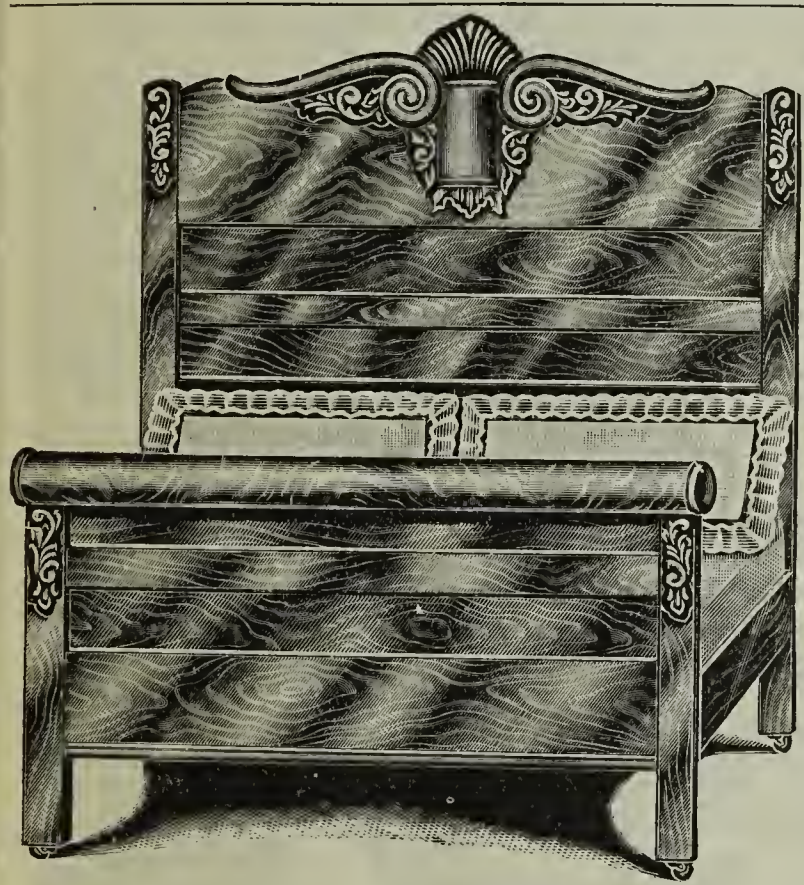
There is a certain limit in price below which a first class high grade wood bed can not be made even in large quantities by the most modernly equipped factory, and this richly carved, perfectly made bed at only $6.75 represents that point. There are houses that catalog wood beds for almost nothing, but we warn you against buying any wood bed anywhere for less than $6.75 because we know that such cheap articles will not give satisfaction. Our improved methods of manufacture reduce the first cost to the very lowest possible point. You pay only our one small margin of profit above actual cost and get the most and the best for your money,

Detailed Description

This strictly high grade elegantly finished and beautifully carved solid oak bed as illustrated herewith is the most remarkable bargain of its kind ever catalogued. It stands 6½ feet high at head, with foot board in correct proportion. Finished in rich golden. Full width, 4½ feet. Shipping weight about 110 pounds.

Our reduced price..... **$6.75**

Terms $1.00 cash; Balance only 50c monthly



Elegant Solid Oak Bed

No. 1L-352. Those of our customers who purchase wood beds are quite particular as to the kind of wood beds they want, and the price they pay for them. They insist that we must furnish them with extreme richness of design and solid, dependable quality—all at a moderate price. We have been able to meet the wishes of our patrons by making up certain designs in immense quantities so as to eliminate all unnecessary expense in the manufacturing cost.

Order at Our Risk

Send us only the first payment, which is $1.25, then we send this bed carefully packed to your station. You take it home and use it for a whole month on free trial and at the end of the month; if you are not satisfied that you have a bargain, send the bed back at our expense and get your money back. We have the utmost confidence in this bed and are positive it will please you; for it will compare most favorably with those for which your local dealer would ask from $14 to $16. You save the difference when you buy from the People's Outfitting Co., of Detroit, Mich. Our great factory interests and our many advantages over all other mail order furniture houses make it possible for us to produce the best goods for the least money.

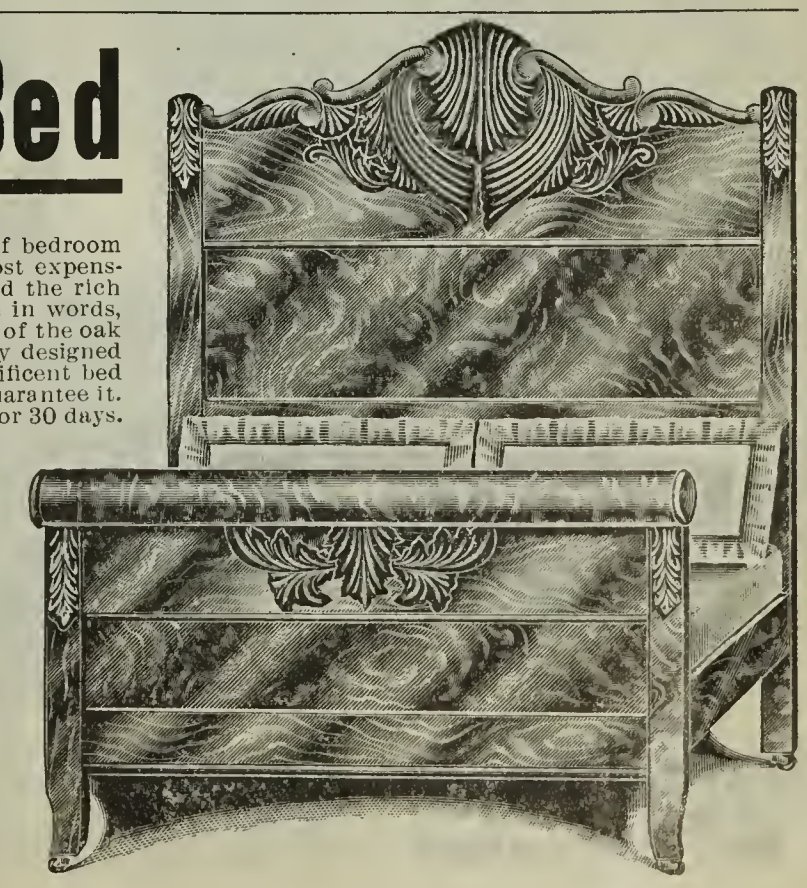
Detailed Description

The gorgeous, rich carving on this bed distinguishes it from the ordinary type of wood bed and together with the elegant polish finish produces an effect peculiar only to Gold Medal Brand goods. This beautiful bed is made of solid oak throughout, except the large 3 inch roll on foot board, which is quarter-sawed oak. Measurements: 6½ feet high by 4½ feet wide. It is fitted with high grade easy rolling casters. Shipping weight about 140 pounds.

Our reduced price..... **$8.50**

Terms $1.25 cash, Balance only 75c a month

Quarter-Sawed Oak Bed



No. 1L-353. This magnificent Gold Medal Brand massive oak bed is one of the finest pieces of bedroom furniture ever constructed and is rich enough to harmonize with the other furniture of the most expensively furnished chamber. The elegant hand carving on this bed is of exceptional beauty and the rich raised design on the massive corner posts gives it an artistic effect which is hard to describe in words, Note also, the heavy 3½ inch quarter-sawed oak roll top to foot board and the beautiful grain of the oak in the large panels of both head and foot boards. Surely one could find a no more handsomely designed bed or one better constructed if they were to pay double our price. This is indeed a magnificent bed elegantly finished in a rich shade of golden oak and polished. We recommend it to you—we guarantee it. And all you need do is ship it back if you are not satisfied after you have used it in your home for 30 days. We give you a month to prove to your entire satisfaction that what you get from us is right.

There's a Reason

In fact several reasons, why we save you so much money on the price of a wood bed. In the first place, Michigan is the greatest furniture manufacturing state in the Union and we are located here in Michigan's great metropolis, Detroit, where we have every advantage over other mail-order houses in the saving of freight charges from factory to warehouse and in the manufacture of the goods. We have great factory interests and are able to save you the wholesalers profit and many other incidental items that you have to pay when you don,t buy direct.

Measurements

This massive oak, richly carved bed stands seven feet high at head, lacking one inch, (while the foot end is in proper proportion) and measures 4½ feet wide. Fitted with our very best easy rolling casters. Carefully packed for shipment and safe delivery guaranteed. You will be surprised at the elegance and beauty of this splendid high grade genuine Gold Medal Brand quarter-sawed oak Bed and you will be delighted with your bargain. Order one to-day. Shipping weight about 140 pounds.

Our reduced price..... **$11.25**

Terms $1.50 cash, Balance only 75c a month

Department of Bedroom Suites

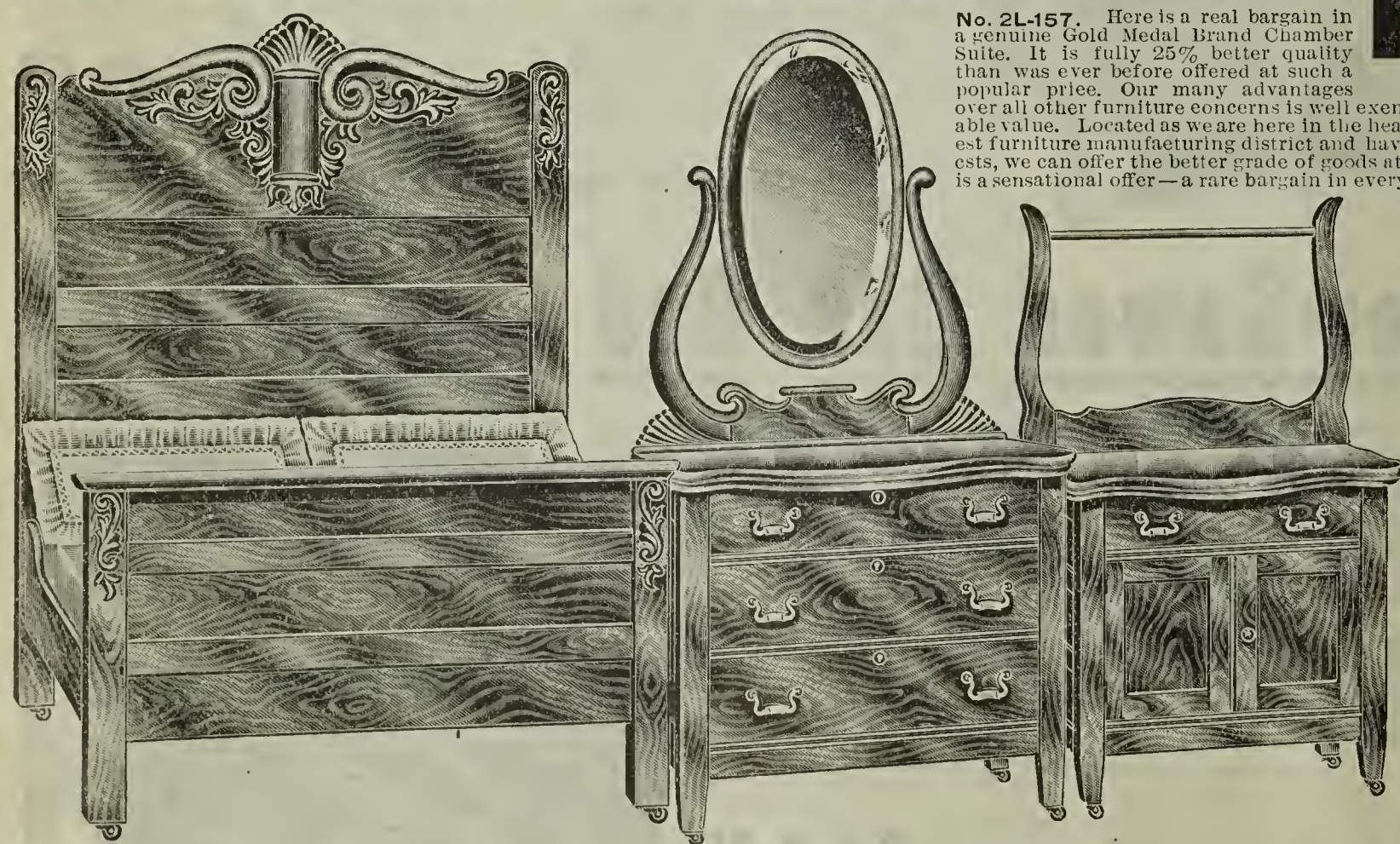
$15.85 Unlike other dealers, we do not strain for low prices without regard for quality. Our lowest priced chamber suite is $15.85. We have handled suites as low as $10.75, the kind commonly sold at from $12 to $15 by other dealers but we decided to abandon them because they did not come up to our standard of quality. Therefore, despite any guarantee other dealers will make in connection with cheaper suites, we solemnly warn you against placing them in your home. It is an utter impossibility for such suites to give satisfaction. **$56.50**

We Absolutely Guarantee every Bedroom Suite that leaves our warehouses to be perfect in every detail. We guarantee each article to be made of the very choicest lumber, selected not only for beauty of grain, but for freeness of blemishes of any kind. We guarantee each piece to be made by the highest skilled American workmen and according to plans laid down by the best designers of bedroom furniture in the world.

Our Free Trial Offer Order any chamber suite listed in this catalog. Set it up in your bedroom. Give it a thorough examination for beauty, construction, and finish. See that it conforms in every detail to our description. Then if you find that it is not all and more than we claim — that it is not worth more money than we ask for it, or if you find that you are not satisfied with it for any reason whatever — return it to us at our expense and we will cheerfully refund your first payment and besides pay the freight charges both ways.

Our Prices Quality for quality, our prices are from 25 to 40 per cent lower than any other dealer in the country. This is directly due to our control of factories and our enormous purchasing power. Where the ordinary dealer buys a car load we buy train loads. It stands to reason that when we can contract for the entire output of a factory at the beginning of the season (doing away with the necessity of maintaining a lot of salesmen, saving their salary and commissions and saving every other middleman's profit) that we get the lowest factory price, representing the slightest margin above cost of production. We, therefore, are able to offer these at less than the regular wholesale price; that is, **you practically purchase suites from us at the factory price.** Send us your order today. We give you all the time you want to pay.

Beautiful Solid Oak Bedroom Suite $18.35



No. 2L-157. Here is a real bargain in a genuine Gold Medal Brand Chamber Suite. It is fully 25% better quality than was ever before offered at such a popular price. Our many advantages over all other furniture concerns is well exemplified in this remarkable value. Located as we are here in the heart of the world's greatest furniture manufacturing district and having vast factory interests, we can offer the better grade of goods at very low prices. This is a sensational offer — a rare bargain in every sense of the word.

The Dresser is of most excellent quality, made throughout of the very choicest solid oak and richly finished. The design is a beauty and the workmanship superb. It has a large double shaped top measuring 35 by 19 inches. Three full size drawers with finest brass trimmings. The heavy French bevel plate mirror measures 24 by 14 inches and is oval shape. Solid panel ends; neat carvings; best trimmings.

The Bed The superior quality of the selected solid oak used in making this handsome bed is clearly noticeable and gives to the article an appearance of elegance not usually seen in goods similarly priced. Gold Medal Brand furniture is so much different from the average that there is no comparison. You will appreciate this splendid design with its elegant carvings and its beautiful finish. Height of head board 78 inches. Width of bed 4½ feet.

$2.75 Cash, and $1.25 per Month

The Commode This wash-stand is made of a choice quality of solid oak and is finished in rich golden. It has a double shape top 30 by 18 inches and solid panel ends. Large drawer and lower compartment, best trimmings. Shipping weight of entire suite about 280 pounds. Terms $2.75 cash, balance $1.25 per month. Our reduced price..... **$18.35**

Grand Chamber Suite $18.45

$2.75 Cash

Balance $1.25 a Month

Made of Solid Oak No. 2 G-154. This is one of the most sensational values ever offered when the quality is considered; for this magnificent bedroom suite is constructed as carefully as those sold by most mail order houses at $22.00; yet our price is now only $18.45. Thirty days' free trial to prove it for yourself.

30 Days FREE TRIAL On Everything

Note the rich hand carvings on this Suite, also the elegant flaky grain of the oak

It's Easy to Pay the People's Way

The Dresser This article is of the same high-class in construction and is finished in Golden Oak. The Swell double shape top measures 20 x 41 inches, while the large, handsome, heavy plate mirror is 14 inches high and 24 inches wide. The ends are of the solid panel construction the same as all the very finest and highest priced dressers made. The two top drawers and large lower drawers are fitted perfectly and the trimmings are all strictly high grade. Fitted with easy rolling casters. The extreme elegance of this dresser is due to the fact that it is genuine "Art-Style."

The Bed Our customers are pretty particular about the kind of beds they buy and we are therefore compelled to furnish them with extreme richness of design and solid, dependable quality, all at a moderate price. In this outfit we are giving you even more than you could expect—we are giving you a beautiful, **solid oak** bed of massive construction and elegant "Art-Style" design. It is elegantly carved, richly finished, and measures 6½ feet high by 4½ feet wide. Fitted with our special easy-rolling casters. You will enjoy this bed more than any you have seen and it will prove eminently satisfactory in every respect.

The Commode You will be struck with the quality of this piece for it harmonizes perfectly with the rest of the suite and is large and roomy, yet neat and elegant. The handsome double shaped top measures 18x30 inches. Fitted with large drawer and lower compartments; fitted with best grade casters. First class trimmings.

Shipping Weight Entire Suite, 290 Pounds. $18.45
Terms: $2.75 Cash; Balance, $1.25 a Month

Gold Medal Brand Sanitary Bedroom Suite

$2.25 Cash, Balance $1.00 per Month

We Trust You

No. 2L-158. Our low price of $15.85 for this combination suite does not give you a correct idea of the quality of each article. From actual experience we know that other dealers ask $6.00 for the bed alone. This leaves only $9.85 for the dresser and commode, and you know that this solid oak dresser is easily worth $10. We are willing to ship anything in this catalogue on approval. This leaves you free to examine the goods at home and to return them to us provided everything is not as represented.

The Bed is made in a most substantial manner of the best steel tubing finished in any color enamel. White and green are the favorite colors. The enamel used is of the best quality, fire hardened and lustrous. The bed can be furnished in any one of the following sizes: 3 feet, 3½ feet or 4½ feet wide. The head end measures 57 inches high, posts ⅞ of an inch in diameter and the stretchers and fillers ⅜ and 5-16 of an inch respectively. Complete with casters, brass rail and brass knobs.

The Dresser is made of solid oak, finished in a rich shade of golden. It is of guaranteed construction with panel ends and shaped top. The mirror is made of the best French bevel plate, size 12 by 20 inches. Top of base measures 19 by 35 inches. The base is commodious and has three large drawers fitted with brass handles and locks. Complete with casters.

The Commode or wash-stand is of an extremely attractive design. The standards are neatly shaped and the top measures 18 by 33 inches. It has a large top drawer and commodious cupboard below. Complete with brass trimmings and best quality casters. Made of solid oak. Shipping weight entire suite, about 230 pounds. Terms $2.25 cash; $1.00 a month. Our reduced price.....

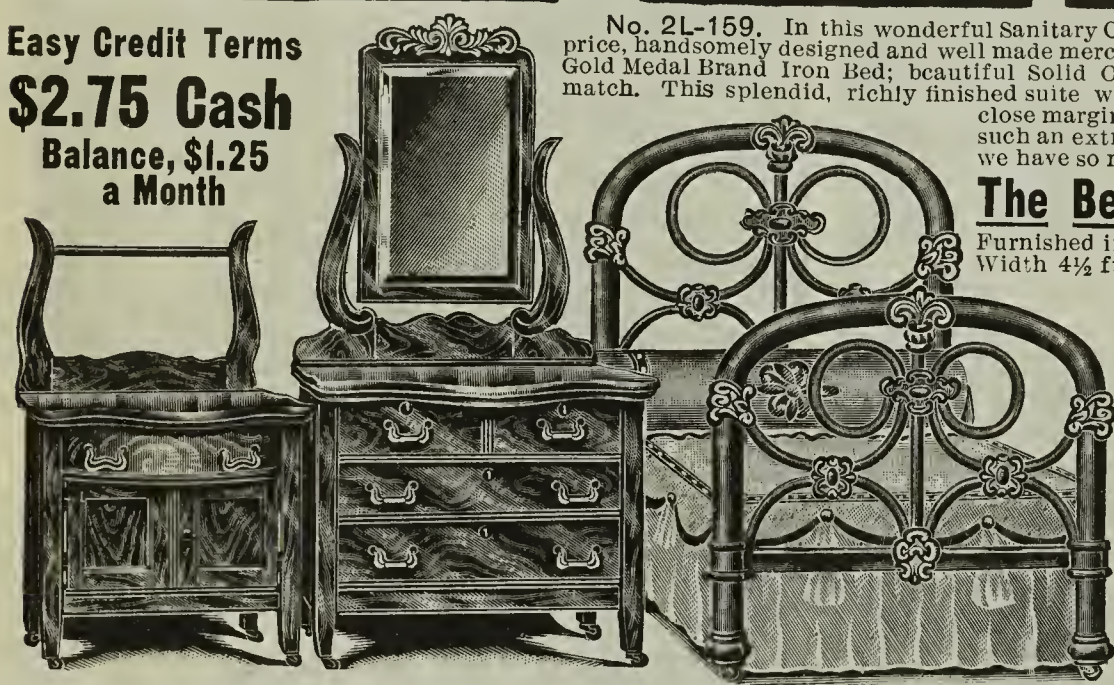
$15.85

This Sanitary Bedroom Suite a Rare Value

Easy Credit Terms

$2.75 Cash

Balance, $1.25 a Month



No. 2L-159. In this wonderful Sanitary Chamber Suite offer we leave nothing to be desired. Easy terms, low price, handsomely designed and well made merchandise, are all combined in this offer. It is complete with massive Gold Medal Brand Iron Bed; beautiful Solid Oak Dresser and elegant quarter-sawed and Solid Oak Commode to match. This splendid, richly finished suite will more than please you. We have now reduced our price to a very close margin from actual factory cost. A great reason why we are able to put such an extremely close price on all of our Sanitary Chamber Suites is because we have so many factory interests.

The Bed is exceptionally handsome with its large tubing and rich finish. This is a beautiful design and made with large 1 1-16 inch posts and 5-16 filler rods. Has handsomely decorated massive chills. Furnished in all colors. White or green are the most popular. Height 60 inches. Width 4½ ft. 4 ft. or 3½ feet. Be sure to state width and color wanted.

The Dresser is a magnificent example of Gold Medal Brand design and construction in a medium priced article. It is made throughout of solid oak, finished in a rich shade of golden with a royal gloss. It is made to last and give satisfaction. The large attractive mirror measures 24 by 14 inches and is made from the best French plate with a deep bevel. The dresser top measures 41 by 20 inches and is double shaped. Has double top drawers and two full width commodious drawers below. Best quality casters, locks and key are furnished.

The Commode or wash-stand is of an exceptionally handsome pattern and is made on the same high plane as is the dresser that goes with it. Quarter-sawed oak and solid golden oak is the material and the finish is a royal gloss. The top measures 19 by 33 inches and is shaped to match the swelled top drawer. A large cabinet occupies balance of base. Best quality casters and trimmings furnished. Shipping weight of entire suite about 240 pounds. Terms $2.75 cash; balance $1.25 a month. Our reduced price.....

$19.95

Bedroom Suite of Rare Quality and Elegance

$3.00 Cash, Balance $1.50 per Month

"It's Easy to Pay the Peoples' Way"

No. 2L-160. We offer you this suite of guaranteed quality on the easiest payment terms ever devised. We trust you privately for these goods and all we ask in return is that you comply with our easy terms of only $3.00 cash and $1.50 a month for the balance. Think of laying aside only 5c a day for a magnificent suite like this!

The Bed. We furnish with this Sanitary Bedroom Suite, a genuine "Art Style" iron bed, finished in any standard color enamel, such as white, green, blue; also any one of the following sizes: 3½, 4 and 4½ ft. wide. This bed combines beauty of design with strength of construction. Massive cast chills bind all filler ends in a thorough manner. The height of head end is 60 inches and the foot end is in correct proportion. The steel posts, measure 1 1-16 of an inch in diameter and the filler rods measure ⅜ and 5-16 of an inch. If you want this bed in two colors or in Vernis Martin bronze, add $1.00 to the price.

The Dresser. A well made oak dresser forms a most attractive feature of this suite. You will understand and appreciate its great worth more when you receive it in your home and have had an opportunity to examine it. It has a commodious base with double top drawers and a 41 by 20-inch swelled shape top; two full width lower drawers. The beautiful oval French bevel plate mirror measures 22 by 16 inches, and it is rigidly supported by handsomely designed standards. The material is choice kiln-dried hardwood finished in a rich golden.

The Commode or wash-stand matches the dresser in design, and the construction is equal to it in every respect. Made of solid and quarter-sawed oak. It has a 19 by 33 inch swelled shaped top, a full width top drawer and a roomy cupboard. Shipping weight entire suite about 250 lbs. Terms $3.00 cash; $1.50 a month. Our reduced price

$22.25

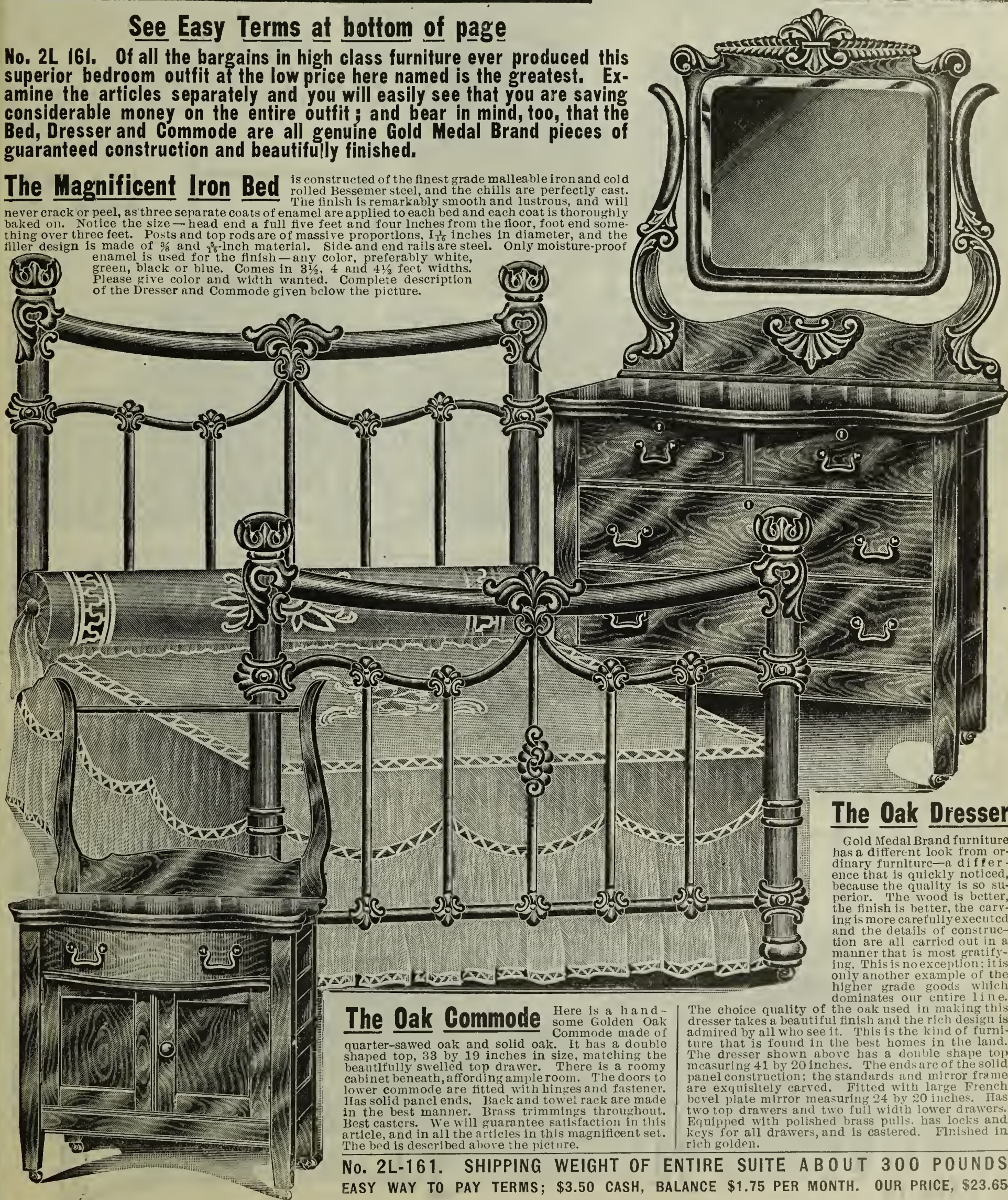
This Bedroom Suite $23.65

THE MOST ASTOUNDING OFFER OF THE KIND EVER MADE

See Easy Terms at bottom of page

No. 2L 161. Of all the bargains in high class furniture ever produced this superior bedroom outfit at the low price here named is the greatest. Examine the articles separately and you will easily see that you are saving considerable money on the entire outfit; and bear in mind, too, that the Bed, Dresser and Commode are all genuine Gold Medal Brand pieces of guaranteed construction and beautifully finished.

The Magnificent Iron Bed is constructed of the finest grade malleable iron and cold rolled Bessemer steel, and the chills are perfectly cast. The finish is remarkably smooth and lustrous, and will never crack or peel, as three separate coats of enamel are applied to each bed and each coat is thoroughly baked on. Notice the size—head end a full five feet and four inches from the floor, foot end something over three feet. Posts and top rods are of massive proportions, $1\frac{1}{16}$ inches in diameter, and the filler design is made of ⅜ and $\frac{5}{16}$-inch material. Side and end rails are steel. Only moisture-proof enamel is used for the finish—any color, preferably white, green, black or blue. Comes in 3½, 4 and 4½ feet widths. Please give color and width wanted. Complete description of the Dresser and Commode given below the picture.



The Oak Dresser

Gold Medal Brand furniture has a different look from ordinary furniture—a difference that is quickly noticed, because the quality is so superior. The wood is better, the finish is better, the carving is more carefully executed and the details of construction are all carried out in a manner that is most gratifying. This is no exception; it is only another example of the higher grade goods which dominates our entire line. The choice quality of the oak used in making this dresser takes a beautiful finish and the rich design is admired by all who see it. This is the kind of furniture that is found in the best homes in the land. The dresser shown above has a double shape top measuring 41 by 20 inches. The ends are of the solid panel construction; the standards and mirror frame are exquisitely carved. Fitted with large French bevel plate mirror measuring 24 by 20 inches. Has two top drawers and two full width lower drawers. Equipped with polished brass pulls, has locks and keys for all drawers, and is castered. Finished in rich golden.

The Oak Commode Here is a handsome Golden Oak Commode made of quarter-sawed oak and solid oak. It has a double shaped top, 33 by 19 inches in size, matching the beautifully swelled top drawer. There is a roomy cabinet beneath, affording ample room. The doors to lower commode are fitted with hinges and fastener. Has solid panel ends. Back and towel rack are made in the best manner. Brass trimmings throughout. Best casters. We will guarantee satisfaction in this article, and in all the articles in this magnificent set. The bed is described above the picture.

No. 2L-161. SHIPPING WEIGHT OF ENTIRE SUITE ABOUT 300 POUNDS

EASY WAY TO PAY TERMS; $3.50 CASH, BALANCE $1.75 PER MONTH. OUR PRICE, $23.65

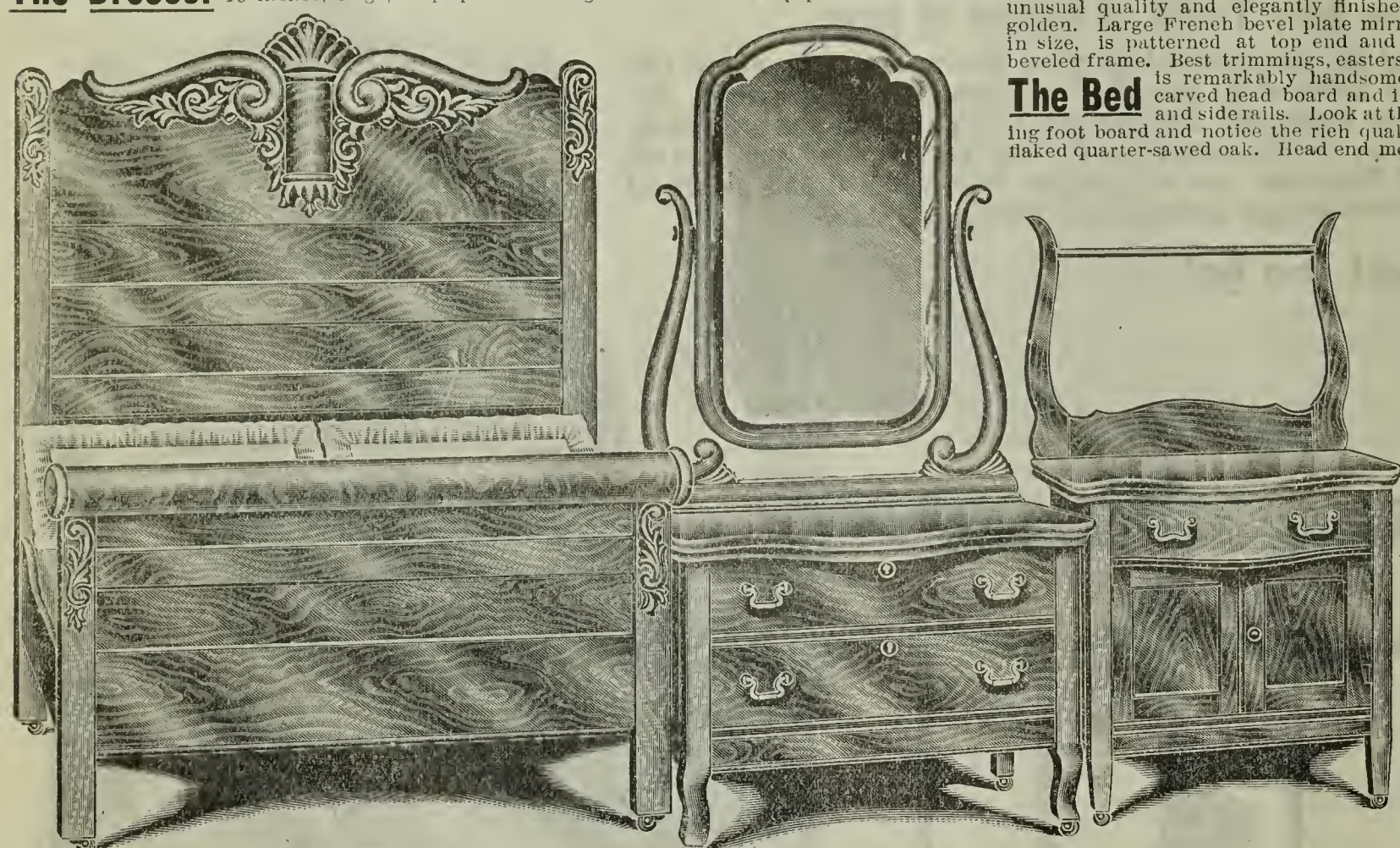
Quarter-Sawed and Solid Oak Bedroom Suite $3.50 Cash

No. 2L-162. Order this elegant suite with the assurance that you will be delighted with it. The value represented is remarkable. People are astounded at our ability to produce such a superior bedroom suite at such a low price. Even such suites as local dealers sell for $30.00 and $35.00 do not have the choice material nor the elegance of this splendid outfit. Gold Medal Brand furniture is artistic in appearance, as well as substantial in construction. It is serviceable and stylish and always satisfies.

The Dresser to this suite, as is shown here, is the very latest design with beautiful long mirror; graceful standards; double shaped top measuring 35 by 19 inches; large, deep, perfect-fitting drawers and heavy pillars terminating in French legs. Made of quarter-sawed oak and solid oak of unusual quality and elegantly finished in a rich shade of golden. Large French bevel plate mirror is 30 by 18 inches in size, is patterned at top end and encased in splendid beveled frame. Best trimmings, easters, etc.

The Bed is remarkably handsome with its elaborately carved head board and its elegant foot board and side rails. Look at the large roll surmounting foot board and notice the rich quality of the beautifully flaked quarter-sawed oak. Head end measures 78 inches high with foot end in correct proportion. Width 4½ feet (full size bed).

The Commode or wash stand, as it is generally called, is also an article of unusual high grade. The front of top drawer is swelled to match the double shape top and is made of beautifully figured quarter-sawed oak. Top of commode measures 33 by 19 inches. Has solid panel ends; artistic standards; and is handsomely trimmed and finished. Made of choice oak that shows off to splendid advantage. Shipping weight of entire suite about 295 pounds. Terms $3.50 cash, balance $1.75 per month. Our reduced price for this entire suite is **$24.95**



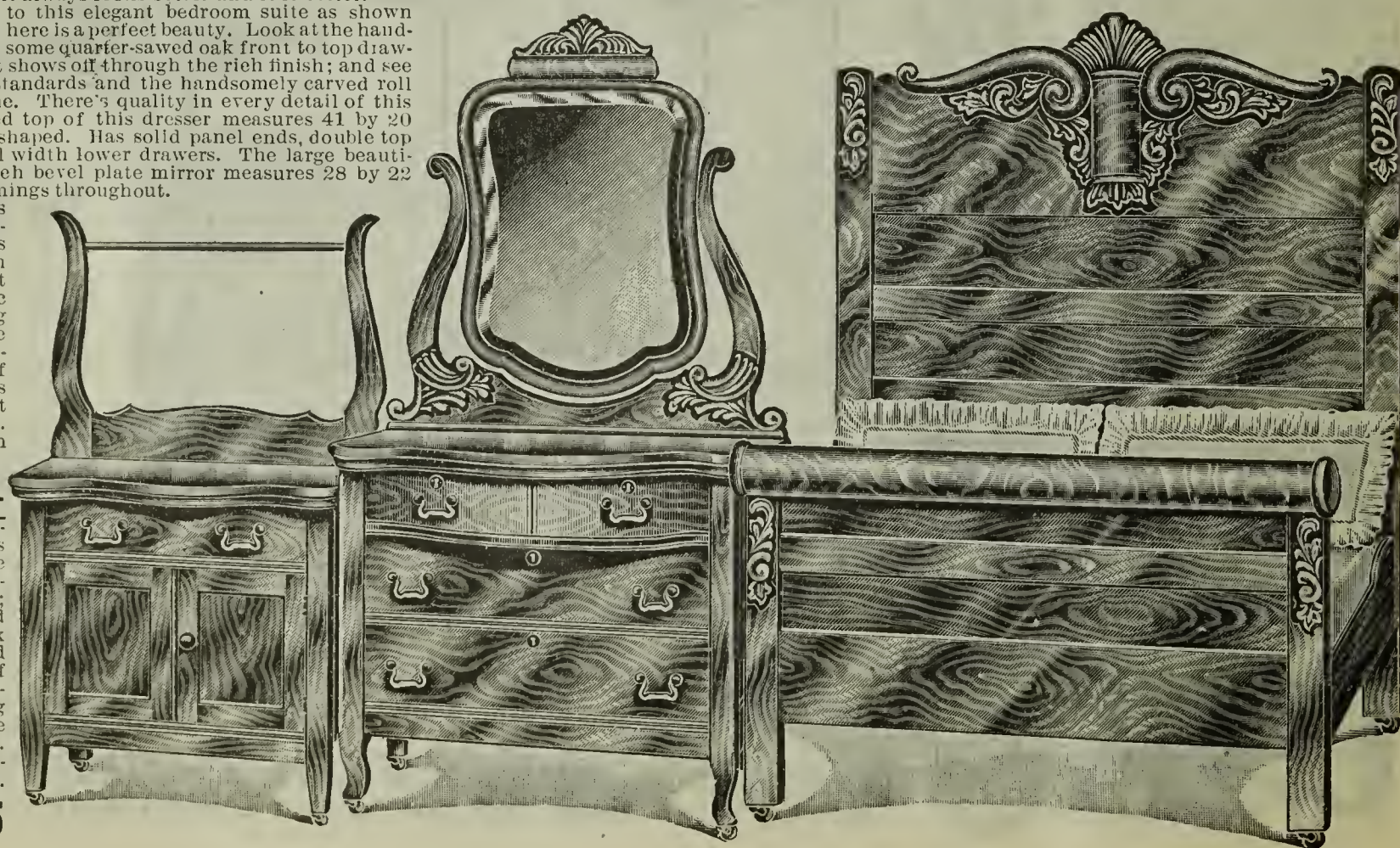
$3.75 Cash For This Magnificent Bedroom Suite

No. 2L-163. Made of beautiful quarter-sawed oak and solid oak and richly finished in golden. This is one of the famous Gold Medal Brand Suites that has attracted so much attention throughout the country. Gold Medal Brand goods are all guaranteed to be of the highest quality workmanship and finish; and when you buy these goods you know you are getting the most for your money. It's a satisfaction to have furniture of this better grade—it always looks better and it is better.

The Dresser to this elegant bedroom suite as shown here is a perfect beauty. Look at the handsome quarter-sawed oak front to top drawers, how splendidly it shows off through the rich finish; and see the fine carvings on standards and the handsomely carved roll at top of mirror frame. There's quality in every detail of this article. The polished top of this dresser measures 41 by 20 inches and is double shaped. Has solid panel ends, double top drawers and two full width lower drawers. The large beautifully patterned French bevel plate mirror measures 28 by 22 inches. Finest trimmings throughout.

The Bed stands 78 inches high at head end, with foot end in correct proportion. The magnificent carving on head board and the massive 3-inch quartered oak roll at top of foot board are features found on the highest priced furniture. Choice oak and rich finish.

The Commode or washstand has a double shape top that measures 33 by 19 inches; solid panel ends and quarter-sawed oak front to the swelled top drawer. Made of choicest oak with a superb finish. Shipping weight of entire suite about 300 pounds. Terms $3.75 cash, balance $1.75 per month. Our reduced price is **$26.75**



High Grade, Elegant Oak Bedroom Suite

Our Easy Credit Terms
$4.50 CASH
2.00 Per Month

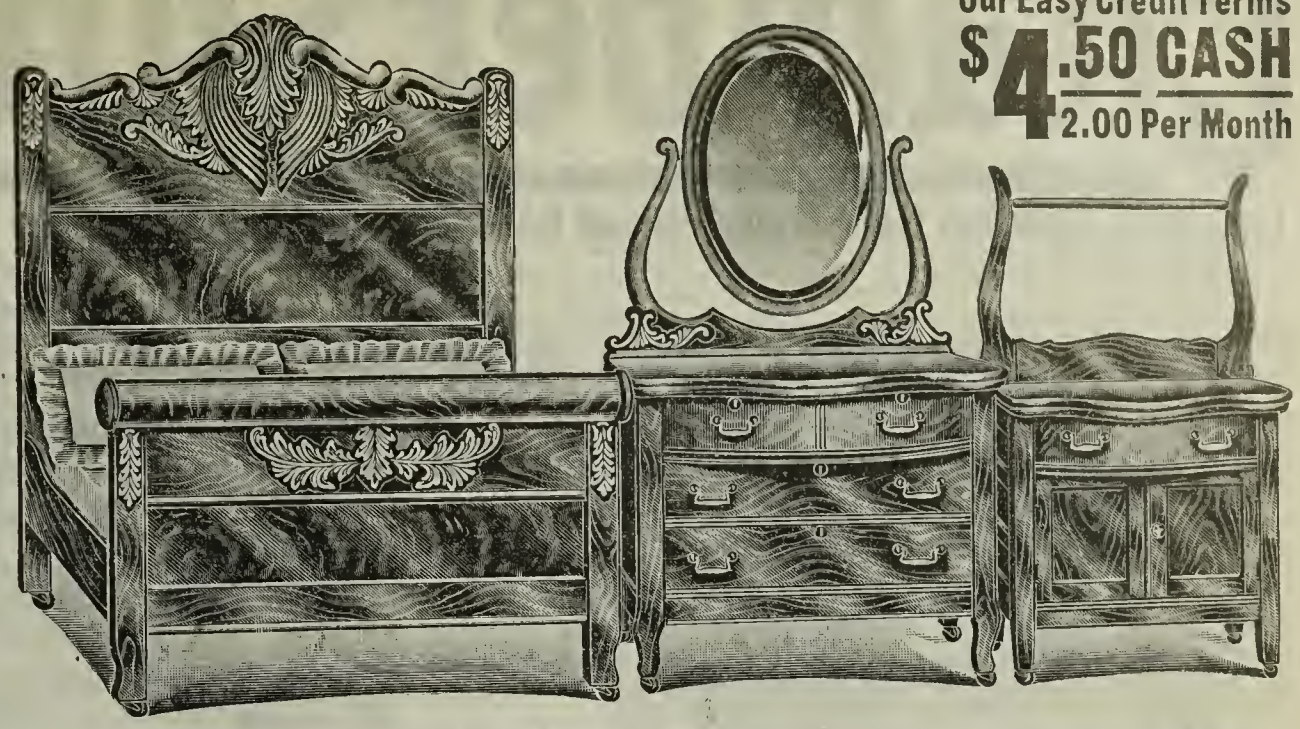
No. 2L-164. With the production and exclusive sale of the famous Gold Medal Brand furniture, we are revolutionizing the furniture business, for we are making it easy for everyone to get this better grade of goods at most sensationally low prices. Look at this beautiful oak bedroom suit for example. It is perfectly designed, perfectly constructed and finished in a manner unmatched even by the highest priced suites offered by most establishments.

The Dresser is a beauty with its double shape top measuring 41 by 20 inches; its two swell front quarter-sawed oak-top drawers and large lower drawers; its big oval French bevel-plate mirror 28 by 22 inches in size, and it's solid panel ends. Daintily carved standards. French legs. Finest trimmings.

The Bed is one of the most imposing pieces ever placed in a bedroom. The headboard is seven feet high lacking one inch and is made of the choicest quarter-sawed oak and solid oak. It is ornamented with rich carvings. The carved footboard has a massive quarter-sawed oak roll 3½ inches in diameter. Width of bed 4½ feet. The finish is superb.

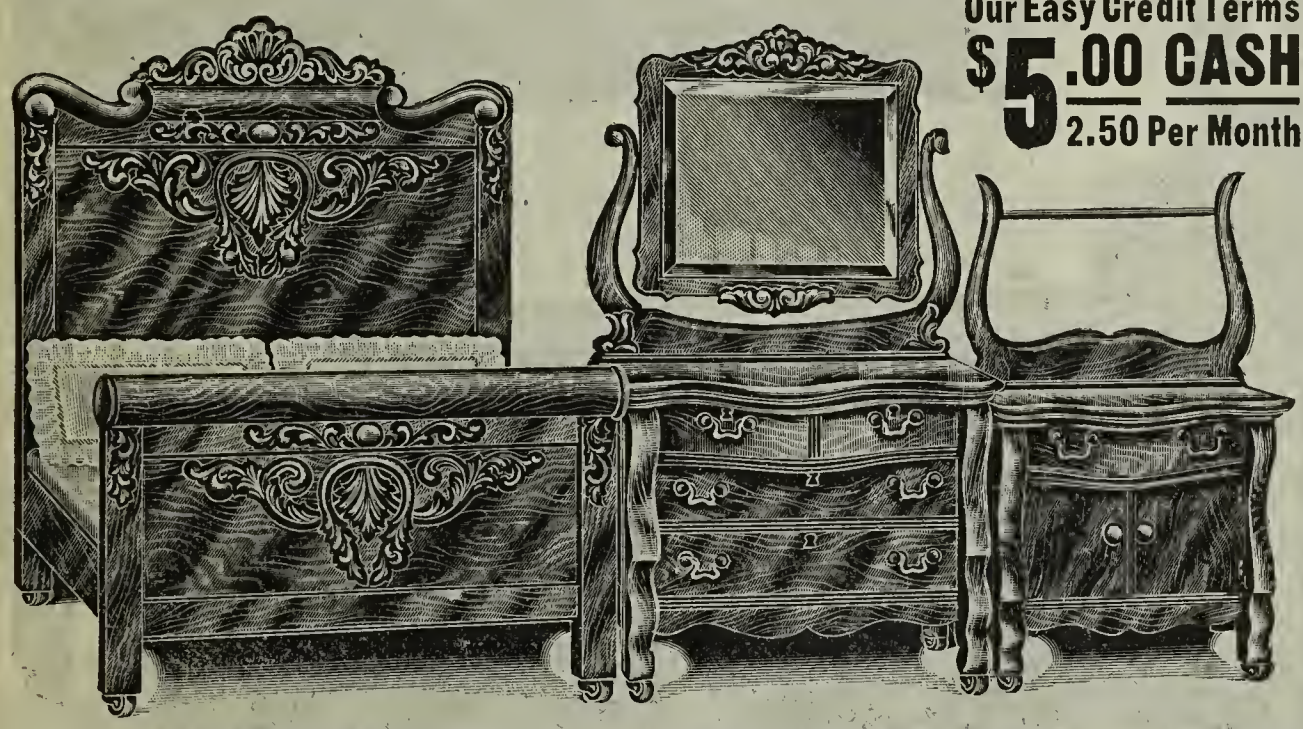
The Commode is also made of quarter-sawed oak and solid oak to match the other two pieces. Top is double shape 33 by 19 inches in size. Elegantly finished and trimmed.

Shipping wt. entire suite about 300 lbs. Terms $4.50 cash; $2 per month. Our reduced price..... **$28.95**



Rich New Design Oak Bedroom Suite

Our Easy Credit Terms
$5.00 CASH
2.50 Per Month



No. 2L-165. Quality is paramount in this beautiful Gold Medal Brand bedroom suite. This suite has been a great success because the design, the quality and the price are all right. You couldn't do better if you were to look through every catalog ever printed, because these goods are made in the finest kind of a factory and under the most favorable conditions.

The Dresser is made of three and five-ply laminated Indiana white oak of beautiful figure and finished in rich golden. Has swelled front top and top drawers, is elegantly carved and has fancy patterned front posts or pillars. Top measures 40 by 22 inches. The large French bevel-plate mirror is 28 by 22 inches in size. Height of dresser base, 36 inches.

The Bed as you will note by a glance at the picture, is a perfect beauty, with its heavy carvings and large rolls. The elegant quality of the oak used in this bed adds to the effectiveness of the rich design.

The Commode with its heavy patterned front posts and its swelled front double top and top drawer, matches the dresser perfectly. Compartments below drawer are large and roomy. Made throughout of choice oak, splendid finish.

Shipping wt. of entire suite about 305 lbs. Terms $5.00 cash; balance $2.50 per month. Our reduced price **$31.75**

Splendid Gold Medal Brand Bedroom Suite

Our Easy Credit Terms
$5.00 CASH
2.50 Per Month

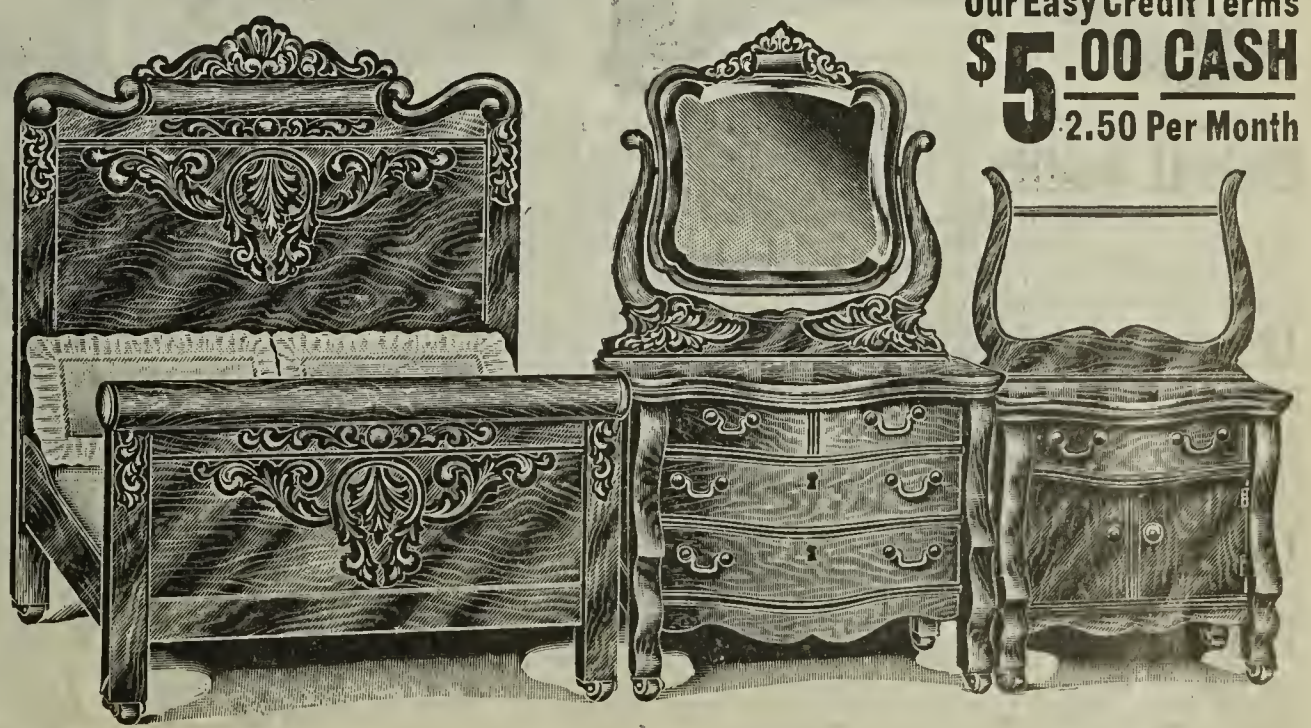
No. 2L-166. The superior quality of these suites is thoroughly appreciated by all who see them. We are now able to offer them at the low price here quoted, because we are the sole distributors of the famous Gold Medal Brand goods and are manufacturing them in enormous quantities to supply our ever increasing trade.

The Dresser is of unusually artistic design and made throughout of three and five-ply laminated white oak to match the other two pieces, which are also made of the same beautifully figured oak. It is built up layer upon layer of cross-banded oak glued under hydraulic pressure, which is an absolute guaranty against warping, spliting, shrinking or breaking. It is elaborately carved and richly finished. Has large swelled front top, size 40 by 22 inches. The French bevel-plate mirror measures 24 by 20 inches. Height of dresser base, 36 inches.

The Bed is made of the same rich oak as the dresser; is profusely and beautifully carved and elegantly finished. Full size bed fitted with finest castors.

The Commode is also made of choicest oak. It has a swelled front top 32 by 20 inches in size. Patterned front posts; swelled front top drawer and double compartments below.

Shipping wt. of entire suite about 310 lbs. Terms $5.00 cash; balance $2.50 per month. Our reduced price **$33.50**



Chamber Suite $30.95

WE TRUST YOU

Including Genuine Gold Medal Brand Bed, Dresser and Commode

Gold Medal Brand Furniture has a Charm all its own

No. 2L-156. This magnificent and superior high grade Bedroom Suite is now offered to you on the basis of factory cost plus our one small margin of profit.

$5 Cash

Balance in Easy Payments of only $2.50 a Month

This is No. 2L-156, the greatest bargain Chamber Suite ever listed in a catalog.

Highest Quality This magnificent Chamber Suite is made of beautifully figured quarter-sawed oak, and is exquisitely finished in rich golden oak and polished to a great brilliancy. All of the tops, fronts, ends and panels are three or five ply, cross-banded, built up stock which positively can not warp or split. The construction of this superior high-grade Chamber Suite is so much better in every detail than you would expect of a suite at this moderate figure that we caution you against depreciating its high quality on account of our reduced price.

The Dresser Note the beautiful serpentine front, which extends from top to bottom, giving this Gold Medal Brand Dresser a most charming appearance. Unlike the common serpentine front this rich Gold Medal Brand Dresser has a serpentine front constructed so that it can not warp or split, and will always retain its original beauty and perfection of outline. The magnificent appearance of this dresser is not only due to its superior construction, but to the rich finish and the elegant trimmings. It is fitted with large French beveled plate mirror measuring 24 by 20 inches; is elegantly carved, and finished in dark rich golden oak, exquisitely polished. The massive top measures 40 by 21 inches.

The Commode or Washstand, as it is commonly called, is the same splendid construction as the dresser, and matches it perfectly. All the trimmings are of solid brass; the casters are best "Easy-rolling" kind. The drawer bottoms are securely glued to position, and all dove-tailing and tenons are fitted by experts. Size of top 34x19 in.

The Bed The gorgeous carvings on both head and foot boards, and the large roll at top of foot board, are the distinguishing features of this bed. It is full width, 4½ feet, and stands 6 feet high at head, with foot board in proportion. The beautiful wavy flake of the oak, and the rich finish, give this bed a distinctly superior tone. Shipping weight of entire suite about 325 pounds. Terms $5 cash, balance $2.50 monthly. Our reduced price..... **$30.95**

Magnificent White Enamel Suite $5.75 Cash

No. 2L-167. We can furnish this beautiful Imperial design genuine Gold Medal Brand Bedroom Suite in Maple, American Quartered Oak, Birch Mahogany, Natural or White Enamel. Be sure to state on your order for this suite which finish you prefer

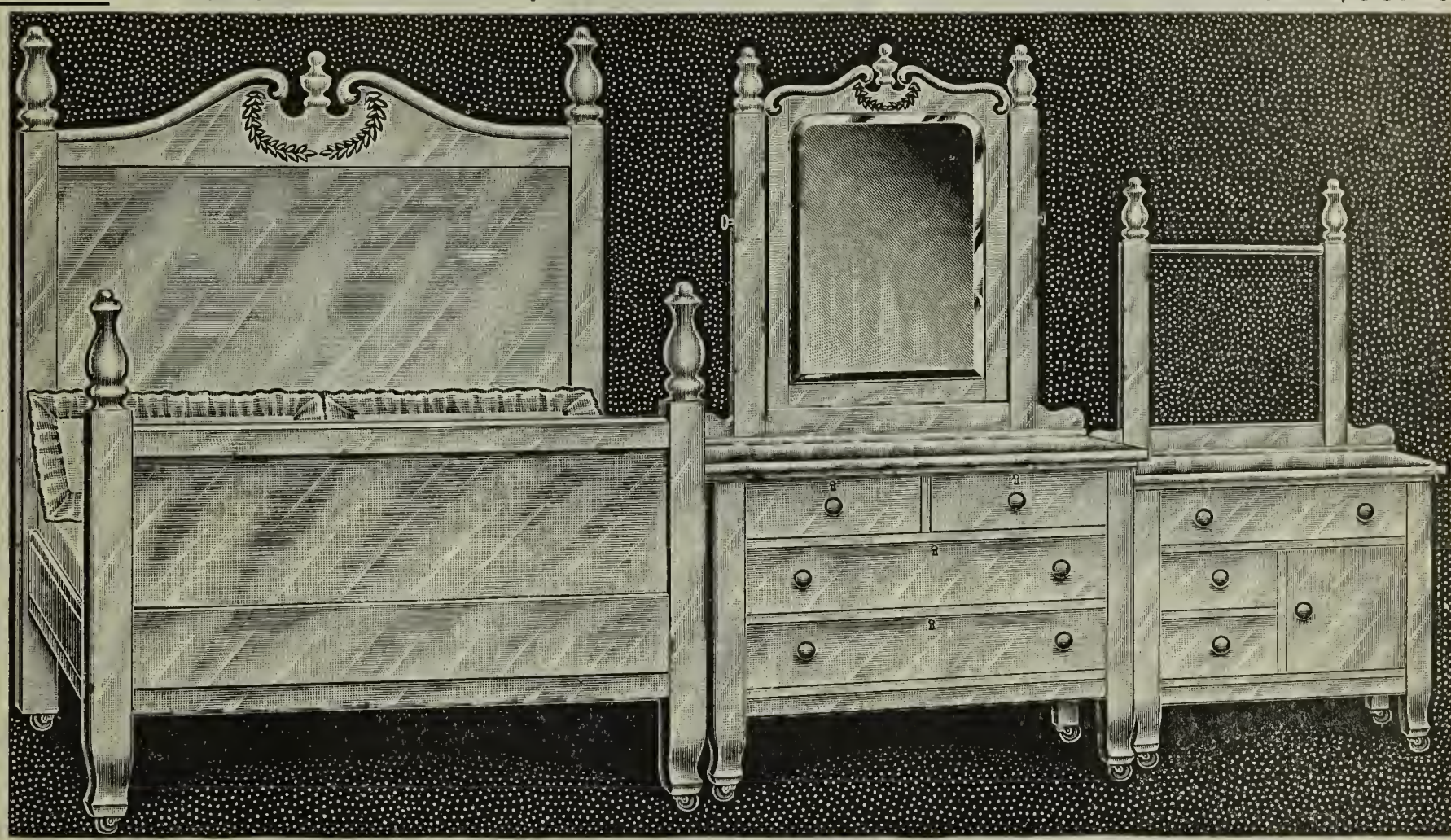
Balance, $2.50 Per Month

The Bed is of most beautiful and stylish Imperial design. Note the Centurion posts with their projecting tops beautifully carved and note the splendor of the carved headboard. This richly enameled bed measured 3½ feet wide and stands 58 inches high at head. Footboard in correct proportion.

The Dresser It would be difficult indeed to find anything attaining more nearly perfection. It has a top measuring 36 by 19 inches and a large French bevel plate mirror measuring 24 by 16 inches. Beautifully carved top and rich finish. Best trimmings. Wood Knobs,

The Commode is one of the best productions of all Imperial designs. The top measures 28 by 18 inches. Large drawers and compartments. Shipping weight of entire suite about 300 pounds. Terms $5.75 cash, balance $2.50 per month. Our reduced price, only **$39.25**

The Most Beautiful Finish is White Enamel—pure, elegant, rich and stylish. The photograph here shows this suite in white enamel. It is quite impossible to illustrate this magnificent suite in all the richness of the finish, but the suite itself will prove one of the most bewitching and beautiful you have ever seen.



Elaborate Quartered Oak Suite $44.25

No. 2L-168. Merchandise like this is seldom seen in a mail order catalog because most mail order house would have to pay as much at wholesale as we sell this magnificent suite for.

Michigan is the great furniture manufacturing state and we are located here in Michigans's largest city and central market. Our vast factory interests give us an advantage over every other concern.

The Bed shown with this magnificent quarter sawed and solid oak suite is one of the most beautiful of the entire Gold Medal Brand line. It is most elaborately and artistically carved and it's finish is superb. It stands nearly 75 inches and measures 4½ ft. wide.

$7 Cash

$3.50 Per Mo.

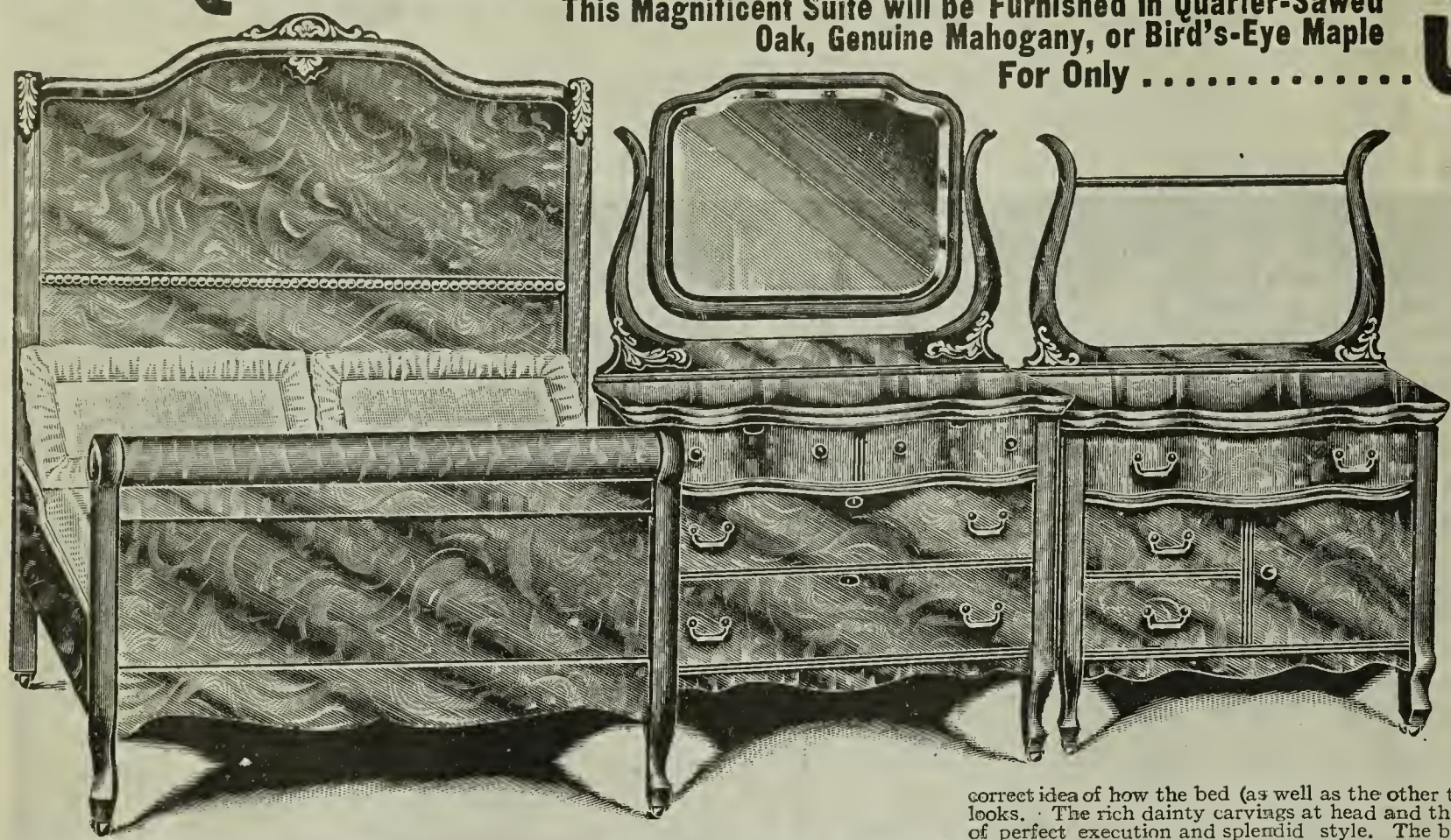
The Dresser is the climax of fashion—the culmination of artistic beauty. The Gold Medal Brand quality has distinctiveness. Anyone looking at this magnificent article would declare it cost $50.00, yet our price for the whole suite is only $44.25. The rich carving on this piece is wonderfully executed. The front is serpentine shape with shaped double top to match. Size of top is 45 by 22 inches. Size of the beautifully patterned French bevel plate mirror is 30 by 24 inches.

The Commode is a beauty, made of the choicest quarter-sawed oak with swelled serpentine top and top drawer. Size of top 34 by 19 inches. Both Dresser and Commode have massive carved claw feet. Shipping weight about 350 lbs. Terms $7.00 cash, balance $3.50 per month. Our reduced price..... ..... $44.25

Order this Suite by Number 2L-168

Rich Quarter-Sawed Oak Bedroom Suite $39.50

This Magnificent Suite will be Furnished in Quarter-Sawed Oak, Genuine Mahogany, or Bird's-Eye Maple For Only . . . . . .



No. 2F-141 The extreme elegance of the wood used in the making of this suite is at once noticed, and the very fact that it is not overloaded with carvings allows the beautiful wavy flake and grain of the wood to show off to greatest advantage. The charming lines and rich stylish appearance of this magnificent Art-Style design place this suite in a class with those usually sold by mail-order houses in other cities at $50. We have a clear advantage over other concerns because we are located in the heart of the furniture market. Michigan is the greatest furniture producing State in the Union and the majority of all the furniture factories of the whole state are located either in or adjacent to Detroit where we have our headquarters.

THE DRESSER Note the beautiful serpentine front; the rich high-polish finish; the large heavy double top, measuring 42x22 inches; the artistic hand carving; and the extra wide, shapely heavy plate French bevel mirror which measures 28 x 22 inches. Note the massive proportions and splendor of this extra high Art Dresser.

THE BED Imagine, if you will, how this beautiful Art-Style design would look made of genuine mahogany in the latest finish and polished to equal the brilliancy of an expensive piano—this will give you a correct idea of how the bed (as well as the other two pieces of this suite) looks. The rich dainty carvings at head and the large roll at foot are of perfect execution and splendid style. The bed is very massive and strong and will hold the heaviest weight.

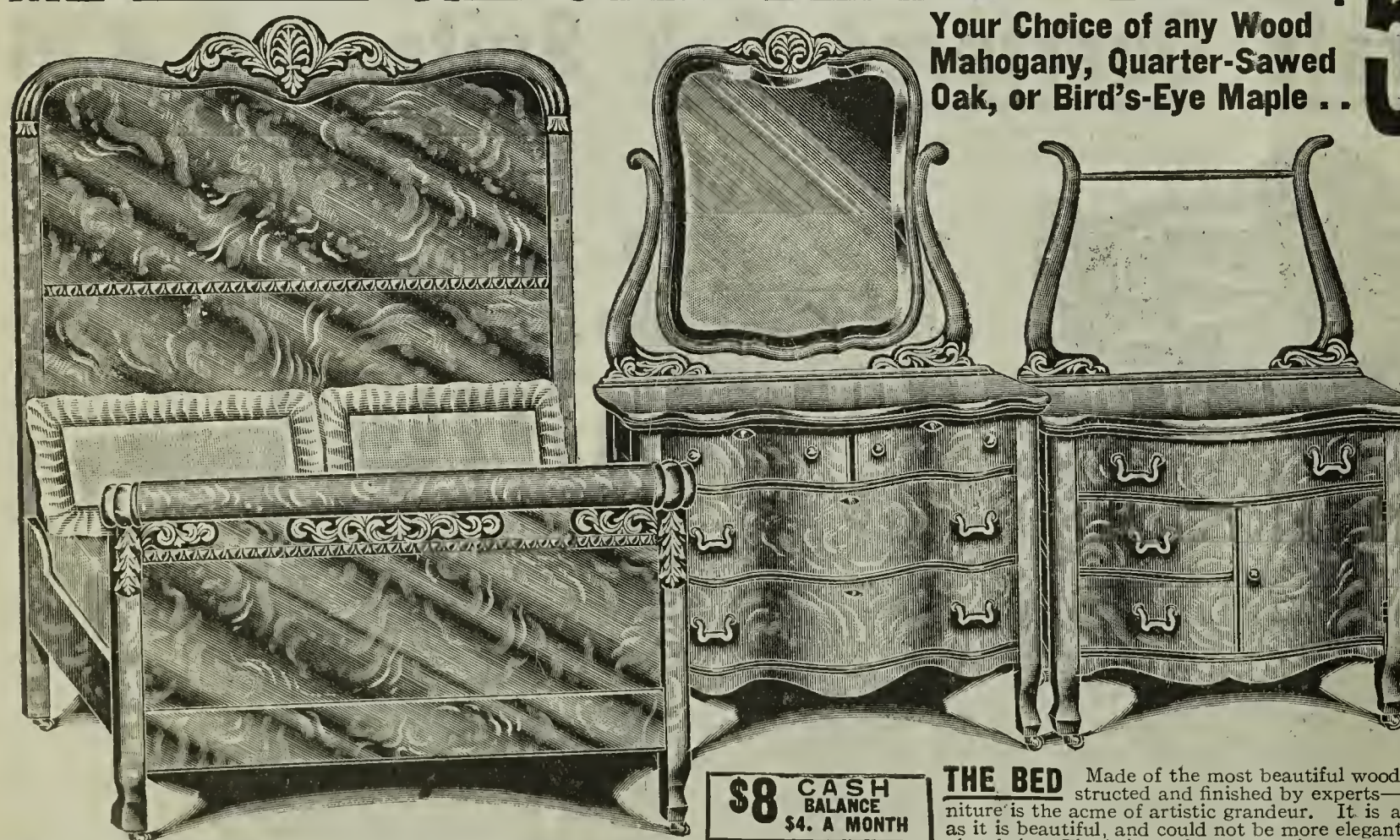
$5.75 Cash ..IS.. ALL WE ASK

THE COMMODE This elegant piece of furniture matches the dresser perfectly. It has 20x34 inch. top shaped to match the serpentine front top drawer; two spacious lower drawers and large closet. Shipping weight of entire suite 335 pounds.

Our Reduced Price **$39.50**
(Terms, $5.75 cash, 2.50 monthly)

Magnificent Art-Style Bedroom Suite $54.75

Your Choice of any Wood Mahogany, Quarter-Sawed Oak, or Bird's-Eye Maple . .



No. 2F-142

Each article in this magnificent Bedroom Suite is of massive proportions and its rich elegance would do credit to the grandest mansion.

You can have this bedroom suite made up of mahogany with Tuna mahogany finish which is a rare shade of light mahogany, Or you can have it made of either beautiful quarter sawed oak or finest Bird's-Eye Maple. All you need to do is to state which you want when you order. The price is the same no matter which wood you select and all you need pay is $8 as first payment. We trust you to pay the balance at the rate of $4 a month.

$8 CASH BALANCE $4. A MONTH

THE DRESSER One might search for many a day to find a dresser that is so near to perfection. The design is a rarely beautiful one and the splendid carving is in perfect taste, being done by the most expert wood carvers. It is made with full serpentine front and double top: has two top drawers and two extra large perfect fitting lower drawers. The big French bevel plate mirror measures 30x24 inches and the top of the dresser 42 inches long and 22 inches wide. The magnificent finish which is given this dresser is beyond description and no matter how high your expectations may be this article will exceed them—it is of surpassing beauty.

THE BED Made of the most beautiful woods that grow and constructed and finished by experts—this grand piece of furniture is the acme of artistic grandeur. It is as strong and serviceable as it is beautiful, and could not be more elegant if the price were twice what it is. The height of perfection is reached in this article. Head tands 76 inches high with foot board of proportionate height. Width 4½ feet.

THE COMMODE The splendor of this article will immediately appeal to you and you will declare it to be the most elegant and grand commode you ever have seen. The quality is the same as the dresser which it matches perfectly. The top measures 20x34 inches and has extra large drawers and large compartment.

Shipping weight of entire suite 350 pounds.

Our Reduced Price **$54.75**
(Terms $8. Cash; balance, $4. a month)

$1.48 ART-STYLE METAL BEDS $3.95

The Construction We control the entire output of the factory where the iron and brass beds shown on the following pages are made. This immense factory has been operating for twenty-four successive years. It is the largest manufactory of metal beds in the world. Its products are the best the American market affords. Great care is exercised in the operation of every detail. From the moulding of the raw material to putting on the beautiful enamel, at every step is found a competent inspector who passes on the work and rejects anything that does not come up to the factory's highest standard of merit.

Famous designers, most skilled American artisans and modern machinery all combine to make the best metal beds the world has ever seen.

We will sell them to you on the Easy Way to Pay Plan.

The tubing, rounds and angles are made of steel, and the chills are of special cast iron.

Art-Style Design Each metal bed shown in this department, regardless of its price is a genuine "Art-Style" design. These wonderful beds are the triumph of the metal workers' art. They cannot be purchased elsewhere because they are exclusive with us.

The Finish Due to the superior nature of the material used in the construction of our "Art Style" Iron beds the finish given is smoother and more lasting than that furnished in any other make. The enamel used is of the best; each bed is given three coats and each coat is fire-hardened so that it is made impervious to water and is not affected by heat. We can furnish any of the following colors or combinations of any two colors; **White, Black, Green, Blue, Pink or Vernis Martin.** We make a charge of $1.00 extra if you order any bed in two colors or in Vernis Martin.

Vernis Martin Finish This is one of the latest finishes applied to iron beds, and resembles polished brass. The priming coat is a hard baked one of special mixture, and forms the foundation on which the gold bronze is next applied. The last covering is of high grade varnish, and gives to the bed the brilliant, transparent finish which resembles polished brass.

The Brass and Brass Trimmings used in the making of our brass beds and in the ornamentation of our Art-Style iron beds is of the highest quality brass tubing, highly polished and burnished, coated with the best quality French lacquer.

Sizes All our beds are of the regulation or standard length, viz.: 75 inches. The widths are as follows: 3 ft. 3½ ft., 4 ft. and 4½ ft. The various widths each number can be furnished in is stated in the description. **Do not ask for any other size or width than given in the description of the bed.**

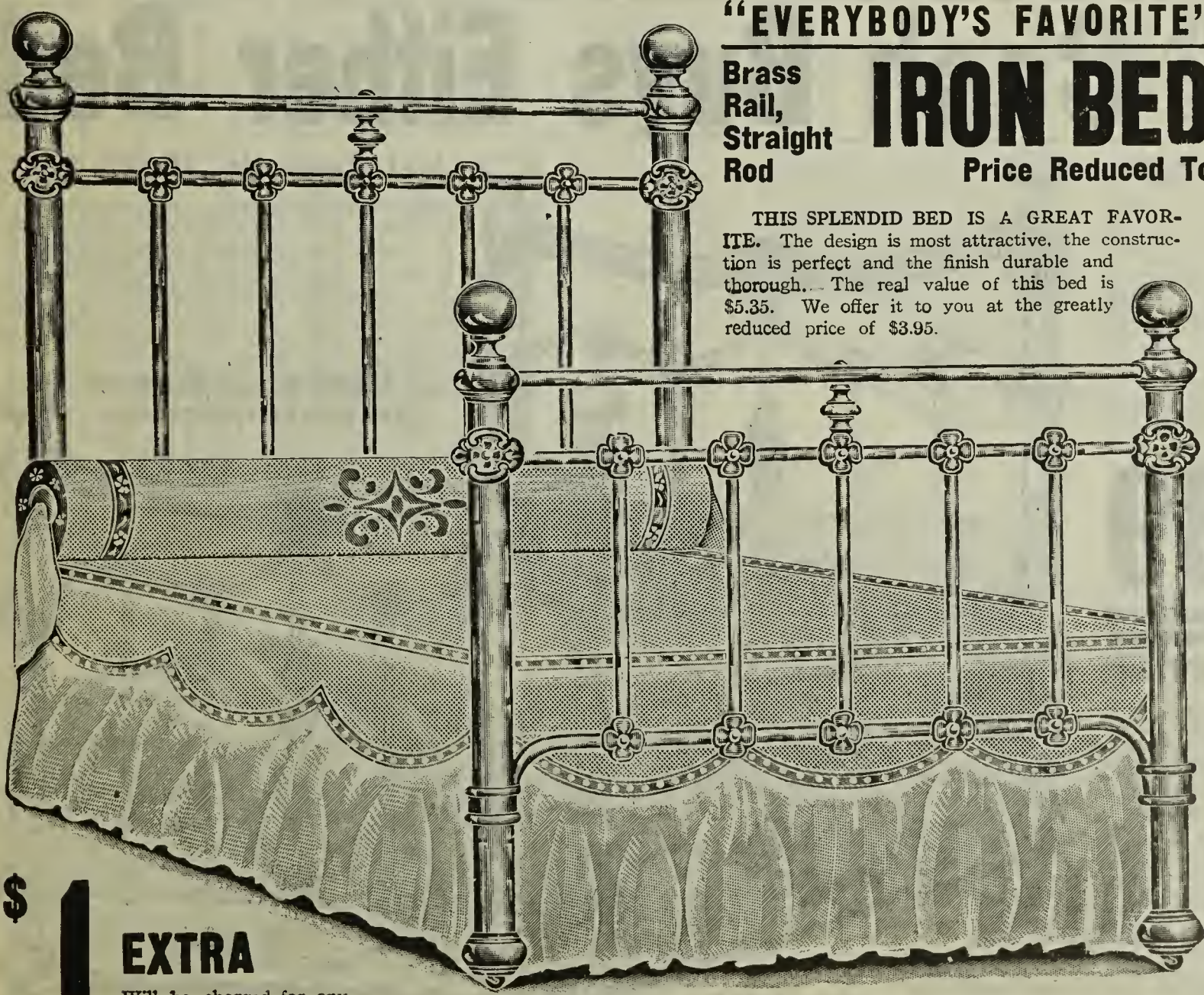
Special Notice Always give catalogue number of bed selected. (Example: 1F-304.) Always state color or combination of colors desired. Remember, we charge $1.00 extra for any bed finished in two colors or Vernis Martin.

Always give size of bed wanted. (Make selection of size as given in description.)

Always remember your credit is good and that It's Easy to Pay the Peoples' Way.

Always bear in mind that we guarantee each bed to be just exactly as represented, to be worth more than what we ask, and we guarantee safe delivery.

Send us your order to-day.



"EVERYBODY'S FAVORITE" $3.95

Brass Rail, Straight Rod

IRON BED

Price Reduced To

THIS SPLENDID BED IS A GREAT FAVORITE. The design is most attractive, the construction is perfect and the finish durable and thorough. The real value of this bed is $5.35. We offer it to you at the greatly reduced price of $3.95.

DESCRIPTION No. 1F-304

The head end measures 57 inches high and the foot end in harmonious proportion. The posts measure ⅞ of an inch in diameter and the stretchers and fillers measure ⅜ and 5-16 of an inch respectively. This bed has five fillers which is more than beds of this size usually have.

Only the best malleable iron is used in the making of this bed, and a full angle rod forms the connecting link between the posts in the head and foot. These angle rods are of special tempered steel.

The enamel used is of the best kind, triple coated and fire hardened in any color desired. White or green enamel makes exceptionally pretty beds, and are those which we always recommend.

This bed comes in the following widths: 3 ft., 3½ ft., 4 ft. and 4½ ft.

We guarantee this bed, and will send it to you with the understanding that if you are not perfectly satisfied with it in every respect you have the privilege of returning it to us and we will immediately refund your first payment and pay the freight both ways. Shipping weight, 75 lbs.

Our reduced price.....$3.95

$1 EXTRA

Will be charged for any bed wanted in two colors or in Vernis Martin. For example, the price of this bed in any single color—white, black pink, blue or green—is $3.95. If you want it in a combination green and white, the bed will cost you $4.95 and you may then buy it on credit for 75c cash and 50c a month.

Prize "ART-STYLE" Design

This is the beautiful design that won first prize at the Leipsig International Conference. It is distinctly "Art-Style"; and, now that the price has been reduced still lower, it can truly be termed the most wonderful bed bargain ever offered to the people. The great distinction won by Art Style Beds proves their superiority of design. The equal of this bed in quality and finish never was sold by any other house in existence for less than $7.00. We are selling thousands now at this reduced price of

$4.98

This is our No. **1F-309** Prize Art Style Iron Bed. Be sure to order by this number. The large posts are of heavy tubing and measure 1 1-16 in. through, while the balance of the tubing is 5-16 in. in diameter. Handsomely decorated, massive chills connect all joints and the tubing is finished in three coats of heavy baked-on enamel. Each coat is thorougly baked and rubbed before the next coat is applied and the finished bed is very brilliant and lustrous. We furnish this bed in all colors and we recommend white or green as being particularly desirable. Side and end rails are made of heavy tempered steel and will hold up under the heaviest weight. This is our pride offer in an Iron bed—a world beater at this sensationally low price for such a beautiful art-style design. It is built for long service and we guarantee satisfaction, or your money back, so order one now, Shipping weight (full width) 80 lbs. Our reduced price $4.98.

3 Sizes We furnish this bed in all sizes. It stands 60 in. high at head and can be had 4½ ft., 4 ft. or 3½ ft. wide.

75 CENTS Cash Buys Either Bed

Price Reduced ON THIS BED

This is an exclusive, beautiful "Art-Style" Design Iron Bed that has been on the market but a short time. When we first introduced this bed we contracted for a large quantity which made the price very low at the start. They have become so popular with the people, and the demand for them become so great that we have been enabled to reduce the price still lower and make this number one of the greatest bargain specials in our whole catalog. At the price here quoted it represents a clear saving of several dollars to every purchaser of a bed. We now offer this magnificent Art Style Iron Bed, exactly like the picture shown here, for

$5.89

DETAILED DESCRIPTION:

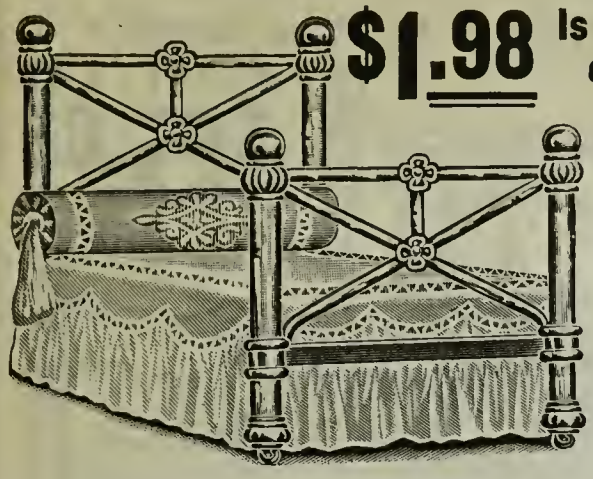
No. 1F-313

This handsome bed is constructed of the finest grade of steel tubing by the most skilled of mechanics who have at their command the latest and most improved machinery and equipment. The large tubing and posts measure 1 1-16 ins. thick and the balance of the tubing is 3-8 inch, and 5-16 inch thick; The large ornamental chills bind every connection and give to the bed additional strength and great beauty. This bed stands 69 in. high at head. It can be had 4½ feet wide, 4 feet wide or 3½ feet wide. Mention which width you want when you order. 4½ feet is full width. All of our beds, no matter what the width, are full length. We furnish this bed in all the popular colors but we recommed white as being by far the most beautiful. This is a most wonderful value and we challenge any dealer or mail order house in the world to equal it. Shipping weight 92 pounds.

Just Send Us 75 CENTS with your order. We ship the bed to your station—you take it home and use it for 30 days, then, after you have decided to keep it, you begin to pay the balance of the purchase price in easy amounts of only 50 cents a month. Either one of the two beautiful Iron beds shown on this page will prove to be a grand bargain for you—you can't equal these low prices anywhere—not and get the quality in the goods.

Our $5000.00 Gold Guarantee goes with every purchase.

No. 1F-313

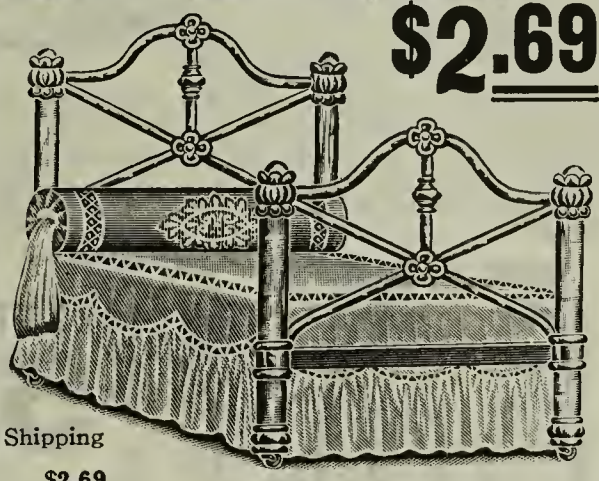


$1.98 Is the reduced price on this Iron Bed

No. 1F-300 Here is a little beauty in an iron bed at a price that will surprise you when you have seen the bed itself. It can be furnished in the following widths: 3, 3½, 4, or 4½ ft. It is constructed throughout of the best quality metal, and is finished in baked white enamel. The posts are surmounted by handsomely shaped ornaments, which give a touch of beauty to this bed such as you will find in no other at a similar price. The dimentions are: Height at head 48 in. Posts, ⅞ inch diameter, rods and fillers, 5-16 inch diameter. Shipping weight 52 pounds.
Our Price..... $1.98

We Sell This Refined Elegant Iron Bed 20% Lower in Price than any other Dealer or Mail Order House in the world. It's one of our Big Specials at

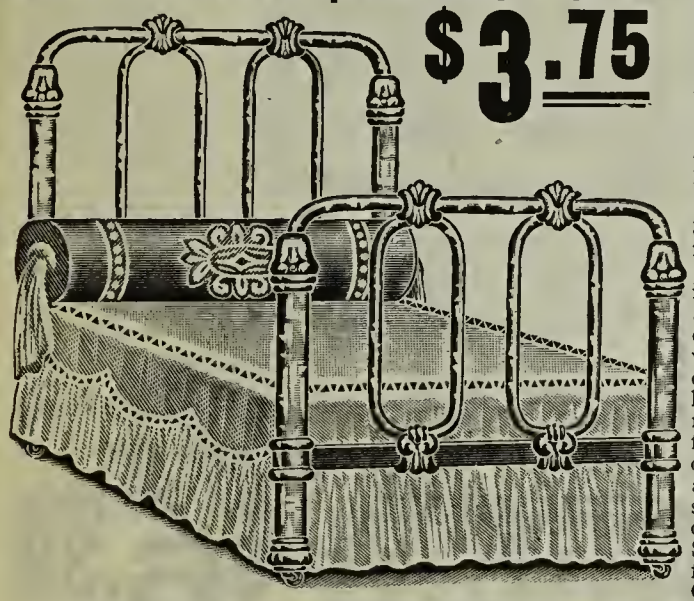
$2.69



1F-301 At $2.69 we offer you an Art-Style iron Bed that positively connot be purchased elsewhere for less than $4.00. The posts, bent rods and fillers are made of the best quality steel tubing, and joined with smooth cut chills. insuring a bed that will remain tightly joined. The posts are made of ⅞-inch tubing and the top rods and filling rods measure 3-8 and 5-16 of an inch in diameter. Has angle-iron head and foot rails, and comes in either 3, 3½, 4 or 4½ ft. widths. Bed stands 52 inches high at head, and is perfectly finished in baked white enamel. Be sure to indicate width wanted. Shipping weight maximum, 70 pounds.
Our price.....$2.69

This unique and beautiful "Art-Style" design Iron Bed is one of our biggest sellers. It cannot be duplicated elsewhere at this extra special bargain price

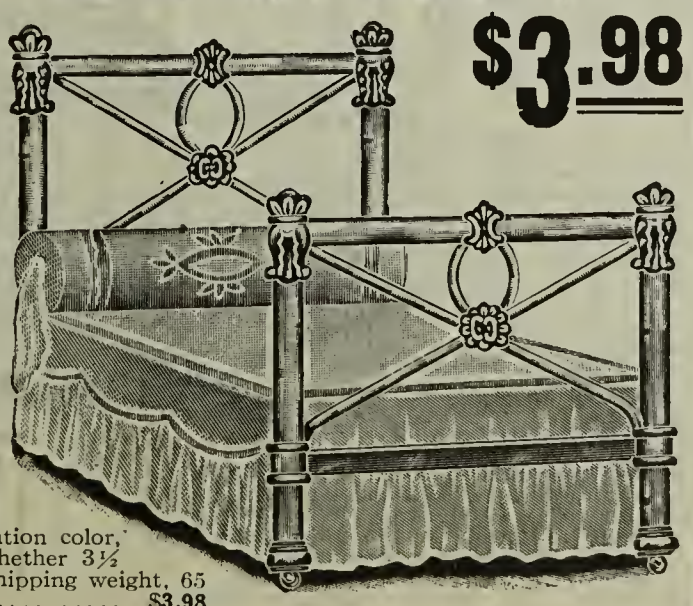
$3.75



1F-303 Beds that look like this and are so richly finished in thoroughly baked-on enamel sell everywhere else for a third more than this special low price. When we quote the above figures we wish to impress you with the fact that there is not another bed exactly like this selling at such a reduced price. The head end measures 50 inches in height. Made in widths of 3ft.; 3½ ft.; 4 ft,; and 4½ ft. in any color desired. It is especially pretty in white or green enamel. Be sure to indicate choice of color and width desired. All of our beds are fitted with latest improved easy rolling casters. This fine bed is of unusual design and has appearance of a very expensive bed. It is thoroughly guaranteed. Shipping weight, 4½ ft. width, 65 pounds.
Our Price.....$3.75

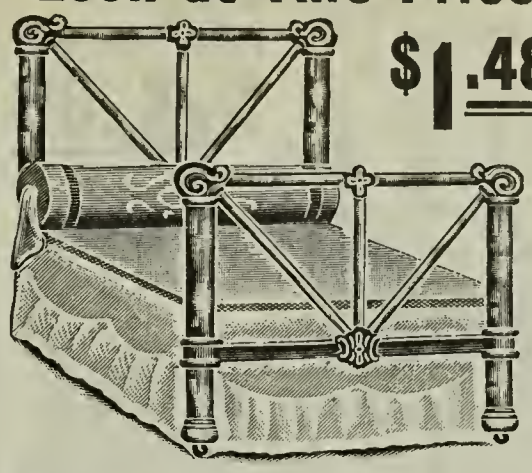
This Thoroughly Substantial Elegant "Art-Style" Design Iron Bed Now Offered at the Reduced Price of

$3.98



1F-305. This Art-Style Iron Bed is strongly put together, and most artistic in design and construction. It will give most satisfactory service and is practically indestructible. It's ownership will be a pleasure during the whole of the time it is in your home, Notice especially the massive chills which bind the various parts of this bed. Examine it in every detail, and you will find it up to the highest standard throughout. The finish is superfine baked enamel furnished in all standard colors, especially white or green, which look best in a bed of this design. It stands 51 inches high at head. Please be sure to mention color, and width desired—whether 3½ 4 or 4½ feet wide. Shipping weight, 65 pounds. Our price.....$3.98

Look at This Price OUR SPECIAL Number 1F-337

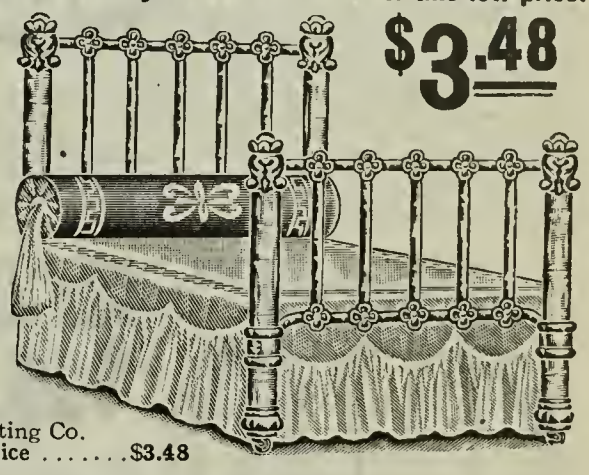


$1.48

Compare this beautiful iron bed with what other catalog houses ask twice as much for, then you will relize what wonderful bargains you really get at the People's Outfitting Company. This strong, richly enameled Bed is made of the best seamless tubing with steel side and cross rails. Has ⅞ in. posts, ⅜ in, filling rods and 7-16 inch top rods—cast iron chills binding the joints. Head end stands 4 feet high and foot end has proportionate height of 3 ft. 6 in. We furnish this bed in either of the two sizes desired: 3½ or 4½ feet. Be sure to indicate choice. Comes in any color desired, green or white being the most popular. Shipping weight, (4½ ft. width,) 60 pounds.
1F-337. Our Price,.....$1.48

Beautiful new "Art-Style" Design Iron Bed. This is positively the grandest bed bargain ever offered. The Immense Quantity we sell accounts for this low price.

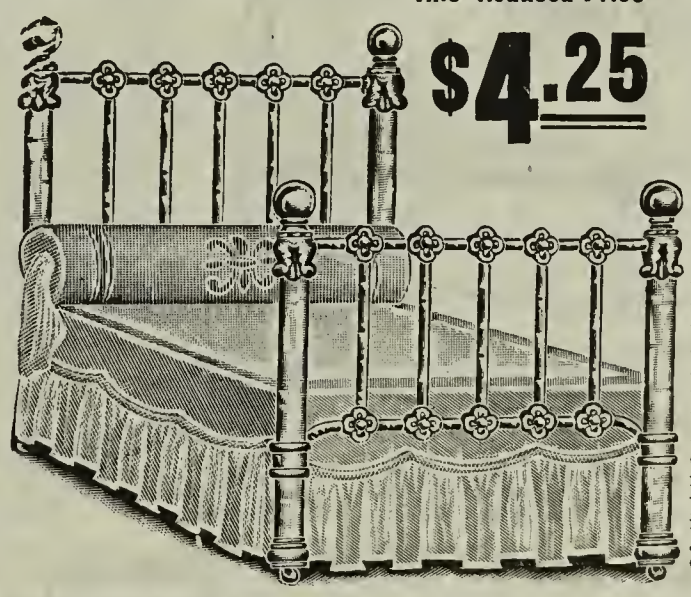
$3.48



1F-302 It is made of the best drawn steel tubing. The posts or pillars are heavy; size ⅞ inch in diameter and are neatly decorated with large cast chills. Filler rods are made of ⅜ inch and 5-16 inch rods. All joints are firmly bound with handsomely decorated chills. Head end stands 49 inches high. Furnished in all colors of enamel, white being preferable. Can be had in the 3, 3½, 4 or 4½ ft widths. Be sure to mention choice of color and width desired. Complete with casters, This Iron Bed at $3.48 is proof positive that you can always do better at the People's Outfitting Co. Shipping weight 55 lbs. Our Price $3.48

Splendid "Art-Style" Design Iron Bed Elaborately Decorated with Large Post Ornaments and Heavy Chills. A Wonderful Value at This Reduced Price

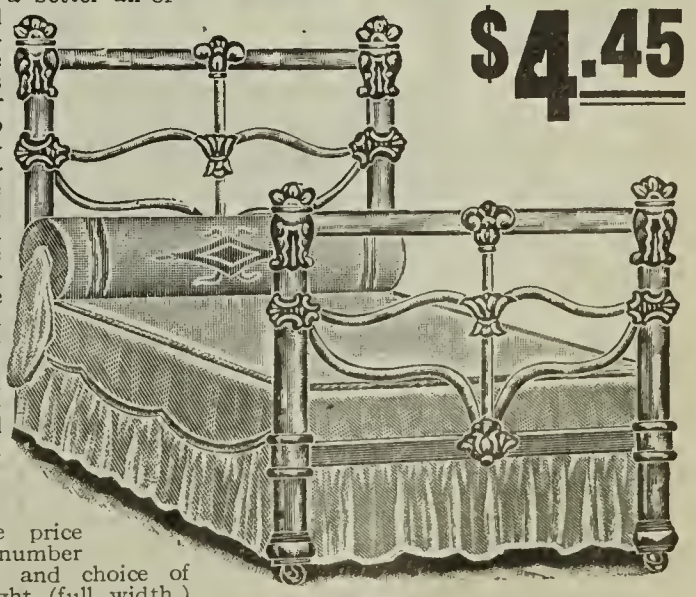
$4.25



1F-306 Here is one of the most dependable metal beds ever made in a stylish design to sell at a low price. It is built of high grade material and will give generations of service. It is equipped with ⅞ in. posts and ⅜ in. and 5-16 in. filler rods. All joints and connections have massive cast iron chills neatly decorated. The height of head end is 53 inches. It is finished in the best quality of enamel in any color desired. We recommend this design in white or green. Following widths: 3, 3½, 4, and 4½ feet. Order by catalogue number, giving choice of color and width desired. Shipping weight (full width) 52 pounds.
Our Price $4.25

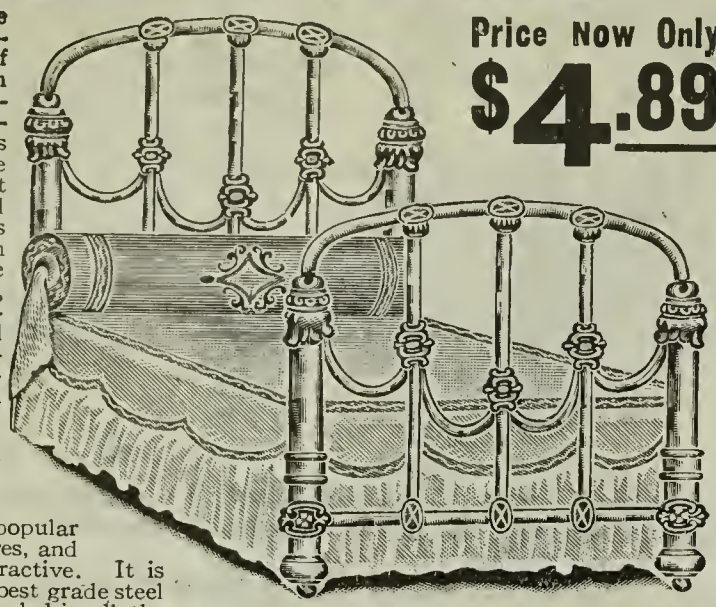
Select, Exclusive New "Art Style" Design Never Before Shown. Now offered at this sensationally low price.

$4.45



1F-307. Here is the height of simple elegance in a low priced Art Style Iron Bed. Other beds may be worth more because made of more expensive material and more elaborate in workmanship, but none give a better air of durability, taste and comfort. Please consider carefully the price $4.45. This bed shows the purchasing power of $4.45 stretched to almost double compared with the price asked by any other house for such an article. Corner Posts ⅞ inch in diameter, with large top rod and 5-16 in. fillers. Constructed of the best steel tubing used in beds. Posts are Capped with elaborate chills. Head end stands 56 in. high. For color we especially recommend green or white enamel. We can furnish any standard color—these widths, 3½, 4 or 4½ ft.—furnished at the price quoted. Order by number giving width wanted and choice of color. Shipping weight (full width,) 65 lbs. Our Price.....$4.45

OUR "CHALLENGE" ART-STYLE DESIGN IRON BED

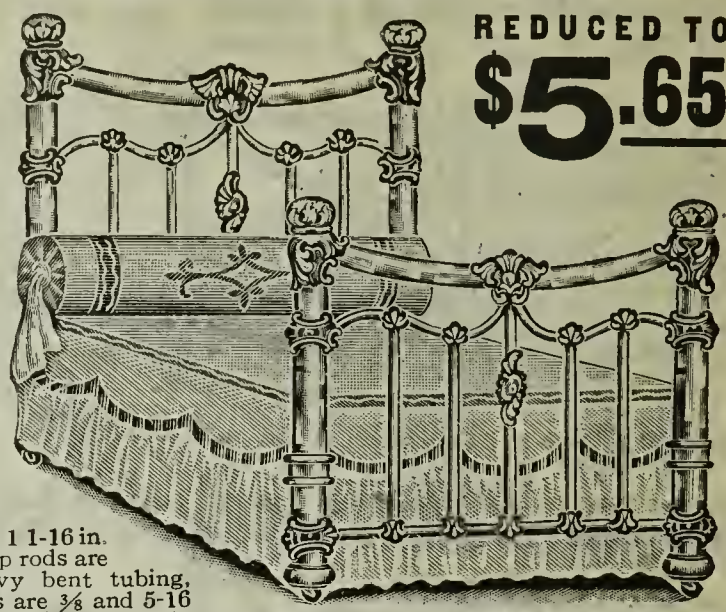


Price Now Only $4.89

No. 1F-308. We now control the entire production of "Art-Style" Iron Beds, and that accounts for the reduced prices this year. Art-Style Beds have a great reputation, and now that the prices are lower than others ask for the common grades, there is double reason why you should order from this catalog. We challenge any concern anywhere to compete with this bed at the price here quoted. This design, while yet new, has become very popular in our big city stores, and is, indeed, very attractive. It is made of large size best grade steel tubing, richly enameled in all the popular colors, preferably white or green. The large corner posts measure 1 1-16 in. in diameter, while the filler rods are ⅜ and 5-16 in. in size. This beautiful bed stands 55 in. high at head end, and will be furnished in any of the three widths: 3 ft. 6 in.; 4 ft.; or 4½ ft., at the same price. Be sure to mention color and width wanted. Shipping weight, 73 lbs. **Our price.....$4.89**

IT'S EASY TO PAY THE PEOPLES' WAY
75c CASH Balance, 50c a month

FAMOUS $7.00 "ART-STYLE" No. 1F-312 RECENTLY REDUCED TO $5.65



No. 1F-312. "Art-Style" Beds are of a distinctly superior quality and are so carefully assembled and so artistically finished that even those which sell at a very low price have the appearance of being very expensive articles. This splendid Bed is built of fine steel tubing and profusely ornamented with large artistic cast chills, neatly embellished with permanent gilt. The posts or pillars are heavy, size 1 1-16 in. in diameter. Top rods are are made of heavy bent tubing, while the filler rods are ⅜ and 5-16 in. in diameter. Head end stands 64 in. high and foot in proper proportion. These beds can be furnished in all colors of enamel, green and white prevailing, and can be had in the 3½ ft., 4 ft. or 4½ ft. widths. Be sure to mention choice of color and width desired. Complete with casters. Shipping weight, (maximum width) 85 lbs. **Our price (75c cash, 50c a month).....$5.65**

CREDIT TERMS ON THIS BED
75c CASH Balance 50c a month

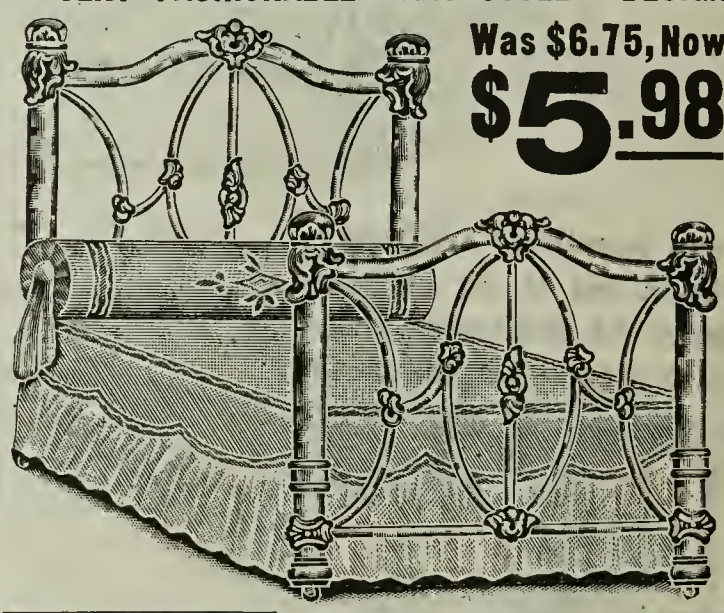
COLONIAL DESIGN "ART-STYLE" IRON BED

Price Reduced to $4.95

No. 1F-310. This is a wonderful bargain Colonial Art-Style Iron Bed. No other concern in the world can offer a bed of such superior quality at such a low price as ours. This bed is constructed of steel tubing, and the chills are perfectly cast. The finish is remarkably smooth and lustrous, and will not crack or peel, as three separate coats of enamel are applied to each bed and each coat is thoroughly baked on. Notice the size—head end a full five feet from the floor, foot end a trifle over three feet. Continuous post and top rods are ⅞ in. in diameter and the filler design is made of 5-16 in. material. Only moisture-proof enamel is used for the finish—any color, preferably white or green. Comes in 3½, 4 or 4½ ft. width at price quoted. Please give color and width wanted; also catalogue number. Shipping weight, 80 lbs. **Our Price (75c cash, 50c a month).....$4.95**

PAY ONLY 75c CASH the balance is easy to pay at the rate of 50 cents a month.

VERY FASHIONABLE "ART-STYLE" DESIGN IRON BED



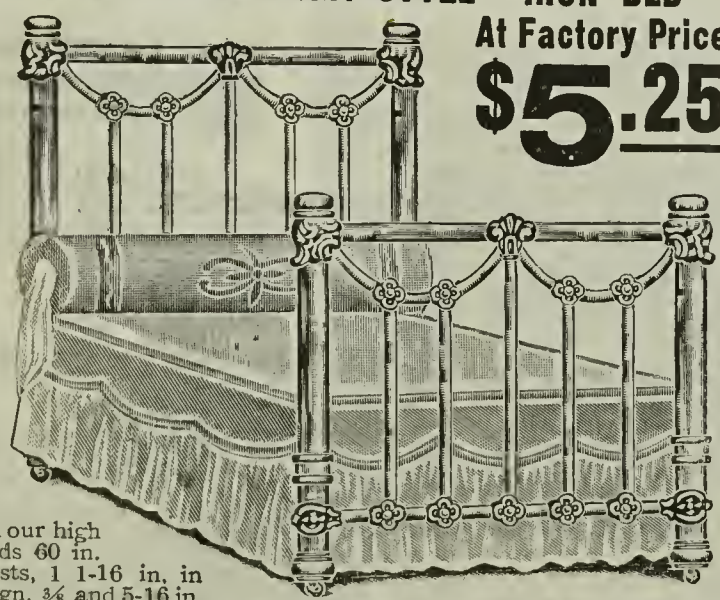
Was $6.75, Now $5.98

No. 1F-314. This bed was designed by the manufacturer to sell for $9.00, but we took them in such large numbers that the price has been reduced to $5.98. The main posts or pillars are of 1 1-16 in. tested steel tubing, with large top or end tubes gracefully bent and joined by massive post ornaments and chills. All ornaments and chills are bronze decorated and give to the bed a most finished and beautiful effect. The filler rods measure ⅜ and ⅝ in. thick, and the entire bed is finished in three coats of thoroughly baked-on enamel. It stands 62 in. high at head end and is of proportionate height at foot end. We furnish this bed in any of the three following widths: 3 ft. 6in., 4 ft., or full width—4½ ft. It can also be had in any of the popular colors (white or green preferred). Give width, color and number of bed wanted and avoid any mistake. Shipping weight, 90½ lbs.

Price now.....$5.98. Terms, 75c cash, 50c a month.

ALL WE ASK CASH DOWN IS 75c You use the bed while paying balance at 50c a mo.

BEAUTIFUL NEW DESIGN "ART-STYLE" IRON BED



At Factory Price $5.25

No. 1F-311. This is a new, exclusive design, extra rigid and elegant, Art-Style Iron Bed at a challenge price. Note the massive tubing of which it is constructed and consider the unusual beauty and strength which distinguish it from the ordinary kind. We give each bed three separate coats of enamel. The result is wonderfully gratifying and gives to the bed a lustre and permanent beauty seen only in our high art beds. It stands 60 in. high at head. Posts, 1 1-16 in. in diameter, filler design, ⅜ and 5-16 in. in diameter. Steel tubing, bound with massive chills decorated in gold. Side and end rails extra strong. Good quality casters furnished. Any desired color, particularly green or white with gilt chills. Furnished in 3 ft. 6 in.; 4 ft.; or 4½ ft. width. Please mention color, width and catalogue number (1F-311). Shipping weight, 82 lbs. **Our price (75c cash, 50c a month).....$5.25**

75c CASH Buys this bed. 50 cents a month pays the balance.

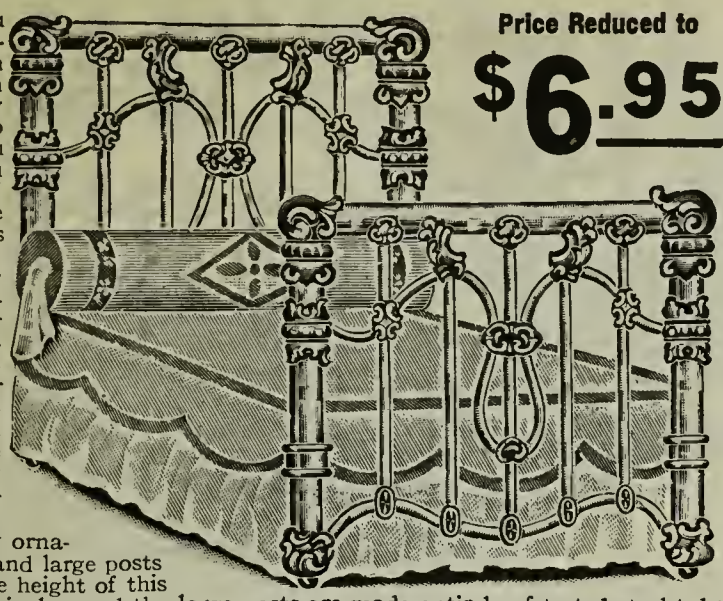
OUR GRAND SPECIAL "ART-STYLE" IRON BED

OUR LOW PRICE $6.39

No. 1F-315. Strikingly beautiful in design, remarkably unique and attractive in appearance, rich and glossy in finish, and of that sturdy construction for which "Art-Style" furnishings are famed, this magnificent Iron Bed, at the price here quoted, is a most sensational bargain. There is no possibility of your being anything but highly elated over your purchase if you buy this bed, for it is extremely handsome in appearance and is a capital bargain at our unusually low price of $6.39. We have such confidence in all of our goods that we are willing to send them to you upon receipt of only a small first payment. We can furnish this bed in any single color at the price quoted (furnished in two colors, such as green posts and gold filler rods, $1.00 extra). We supply this bed 3 ft. 6 in. wide, 4 ft. wide, or 4 ft. 6 in. wide. Please specify number, color and width when ordering. This bed is 60 in. high at the head, while the foot end is of proportionate height. The shipping weight on this bed is 90 lbs. **Our cut price (75c cash, 50c a month).....$6.39.**

GET THIS BED FOR 75c And pay the balance at the rate of 50c a mo.

$1.00 CASH FOR THIS RICH "ART STYLE" IRON BED



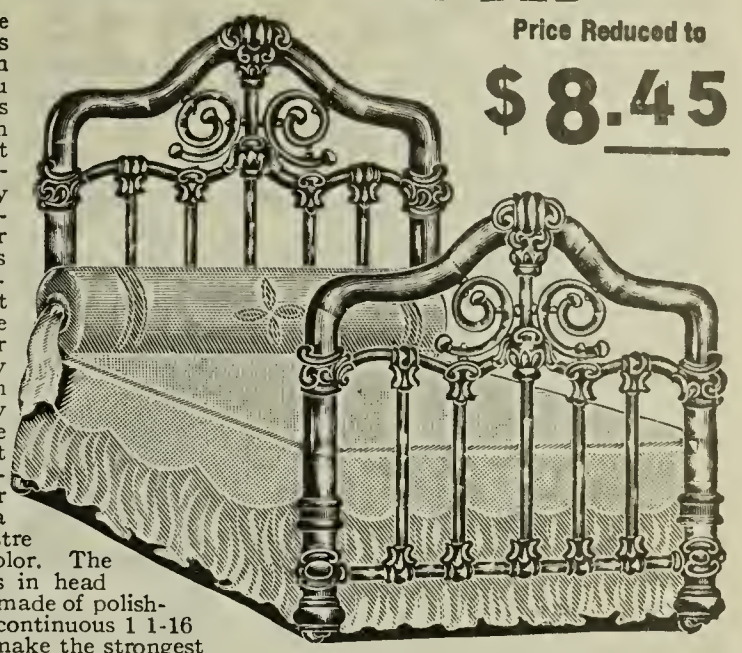
Price Reduced to **$6.95**

1F-316. When you order this magnificent new design "Art Style" Iron Bed, send us only $1.00. We ship this bed to you promptly and you pay the balance of the low cost price in small payments of 50c monthly.

Examine closely this beautiful design and remember that it is guaranteed to be as represented or your money back. Remember that it is a genuine Art Style design, elaborately decorated with artistically curved filler rods, heavy ornamental cast chills and large posts and top rails. The height of this beautiful bed is 60 inches and the large posts are made entirely of tested steel tubing of highest grade, measuring 1 1-16 inches in diameter. The artistically designed filler rods are of ⅜ inch material and are bound at every joint with massive, beautiful chills. Order this bed in any of these widths: 3 ft. 6 in. wide, 4 ft. wide; or 4 ft. 6 in. wide. It will be supplied in any color of enamel (Finished in two colors or in Vernis Martin gold finish for $1.00 extra). This richly enameled bed in white or in green makes an elegant appearance. Be sure to mention color and width when you order. Shipping weight 116 pounds.

Our Reduced Price (terms $1.00 cash, balance 50c a month).....$6.95

$1.25 CASH FOR THIS MASSIVE "ART-STYLE" IRON BED



Price Reduced to **$8.45**

1F-319. The real price of this beautiful art iron bed is $15. You would be just as well satisfied with it if you bought it at that price because it is surely worth it. Just order it sent to your home and if it does not bear out description, return it at our expense. We will refund your money and pay the charges both ways without any hard feeling. The material is the best hardened steel, finished in a superior manner and a bright, smooth lustre in any standard color. The ornamental scrolls in head and foot ends are made of polished brass. It has continuous 1 1-16 inch posts which make the strongest construction. Filler rods are 5-16 of an inch in diameter. Head end measures 63 inches high and foot end in proportion. Side rails are of best quality steel. Comes in the full width, 4½ feet only. Shipping weight, 125 pounds.

Our Reduced Price (terms, $1.25 cash, 75 cents Monthly).....$8.45

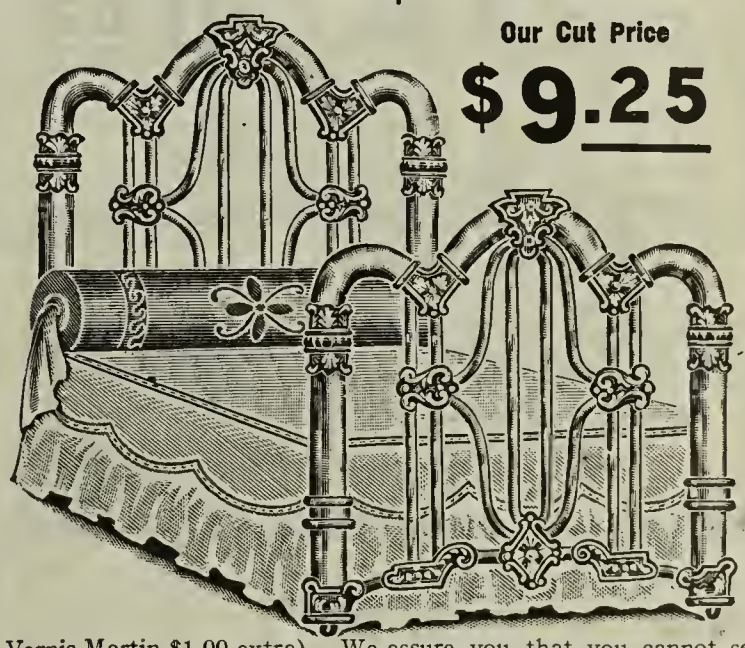
$1.00 CASH BRINGS THIS "ART STYLE" IRON BED

Price Now Only **$7.48**

1F-317. Here is an iron bed just suited for your best spare bedroom. The design is simple yet of extremely good taste. The head and foot have continuous posts and top rails made of 1 1-16 inch tested steel tubing inclosing a number of shaped filling rods firmly bound by massive cast iron gilded chills. The head measures 65 inches in height and the foot is in proportion. Both ends are connected by side rails of specially prepared steel. This bed is especially attractive, finished in light green or pure white with gilded chills. It is full width 4½ feet, and very beautiful. Be sure to state color desired. Always give catalogue number of bed chosen. No house-furnishing store in the country, or any other mail order house, could afford to sell you a bed like this for less than $14.00, and most of them would charge $15. Shipping weight, (4½ ft. size,) 112 pounds.

Our Reduced Price (terms $1.00 cash, 50 cents Monthly).....$7.48

MAGNIFICENT "ART STYLE" IRON BED $1.50 CASH



Our Cut Price **$9.25**

1F-320. Note this massive beauty in an Art Style Iron Bed. See the beautiful chills that ornament head and foot ends. The design is most pleasing and the construction high grade in every respect. The head end stands 66 inches from the floor and the foot end 45 ins. The corner posts and top rails are continuous and of 1 1-16 inch finest steel tubing and the filler design is made of best ⅜ inch material. We can furnish this bed in any color. (Two colors or Vernis Martin $1.00 extra). We assure you that you cannot secure it elsewhere at any price as this is an exclusive Art Style design. Please order by number; mention color. Width of bed 4 ft. 6 ins. Shipping weight, 125 pounds.

Our Reduced Price (terms, $1.50 cash, 75c monthly).....$9.25

PAY ONLY $1.25 TO GET THIS "ART STYLE" BED

OUR PRICE NOW **$7.89**

1F-318. Here is a high art design in a metal bed. Most makers reserve these art designs for their very high-priced beds, but we are in a position to dictate choice of designs, regardless of the price of the article. This bed stands 63 inches high, the foot end being 45 inches high. The massive continuous posts are 1 1-16 inch in diameter, while the extremely graceful filler design is executed in ⅜ or 5-16 inch material—best steel tubing throughout. Any color of enamel furnished in this bed, preferably white or green, with the heavy chills decorated in gold. Width 4½ feet. Mention choice of color. Shipping weight, 125 pounds.

Our Reduced Price (terms, $1.25 cash, 75c monthly).....$7.89

$1.50 CASH FOR THIS BEAUTIFUL "ART STYLE" BED

Our Reduced Price **$9.75**

1F-321. This is the best and handsomest Iron Bed in the world for the price. Note the large posts and top tubes, how large they are and how artistically decorated. Posts measure 1 1-16 inches in diameter. The filling is of a very beautiful design and consists of ⅜ in. rods. The head and foot ends measure 66 and 44 inches respectively. All parts and joints are well knit together by massive chills. This bed is constructed in a very superior manner of the best quality steel tubing finished in any standard color. (Can also be furnished in two colors or in Vernis Martin gold finish for $1.00 extra.) We guarantee this bed to please you. Full width 4½ ft. Shipping weight, 129 pounds.

Our Reduced Price (terms, $1.50 cash, 75c monthly).....$9.75

Brass Trimmed "Art Style" Iron Bed

$1.50 Cash; 75c a Month

$10.35

1F-322 A rarely beautiful Art-Style design at an extremely low factory price. Under ordinary conditions the cost of such a superior bed would be almost double. It's the immense quantity of beds which we buy that gives us the opportunity to dictate prices to the manufacturers and undersell all competition, quality considered. This bed is very massive and all posts are constructed of the very best steel tubing used in bed making. The posts measure 1 5-16 ins. in diameter and support an interior of filling rods measuring ½ in. Note the brass spindle in center of each end, also the massive cast iron chills, which are bronzed or finished Vernis Martin. The head end measures 67 ins. in height and the foot end, 49 ins. Has very heavy feet mounted on best quality of casters. Can be furnished in any single color, (or in two-color combination or Vernis Martin for $1.00 extra.) Comes in the 4½ feet width only. Be sure to mention choice of color, and catalog number. Shipping weight 155 pounds. Our Reduced Price (terms: $1.50 cash. 75c a month) **$10.35**

New Design Brass Trimmed "Art-Style" Bed

$1.50 Cash; 75c a Month

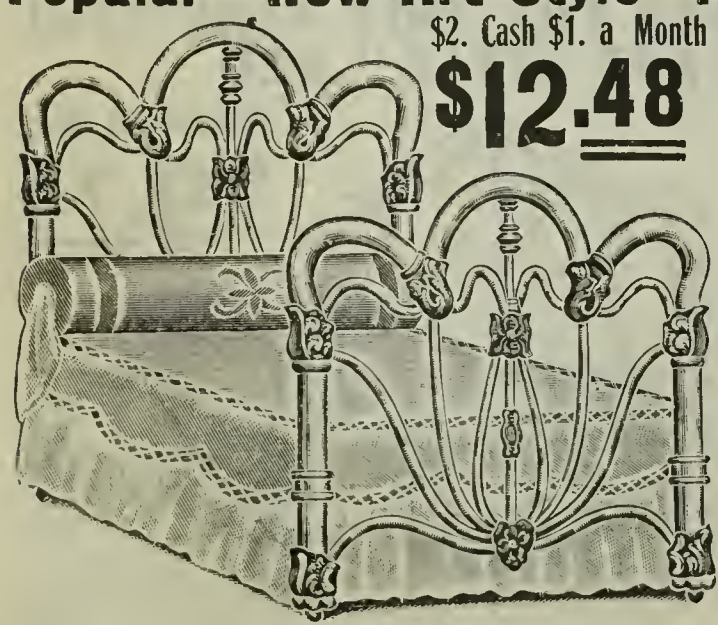
$11.85

1F-323 For rich effect and solidity of construction this elegant brass trimmed Iron Bed stands in a class by itself. Positively, it is the finest creation in a metal bed ever put on the market at our figure, and is easily the equal of those sold elsewhere for $19.00. It is distinguished by a rigid, almost indestructible construction with profuse ornamentation Note the two beautiful brass rods adorning each end, the pleasing effect of which cannot truly be realized until this beautiful bed is seen. The posts measure 1 1-16 ins. in diameter, and the interior fillings consist of ⅜ in. rods. Head end measures 65 ins. in height and foot end 44 ins. It is one of the most attractive beds imaginable, finished in rich enamel; all standard colors. (Can be furnished in combination of two colors or in Vernis Martin Gold finish for $1.00 extra.) This bed comes in the 4½ ft. width only Purchaser should always give color desired. This bed will be sent to any reliable person upon receipt of only $1.50, the balance to be paid in easy payments of 75 cents per month. Shipping weight, 165 pounds.
Our Reduced Price **$11.85**

Popular "New Art-Style" Iron Bed

$2. Cash $1. a Month

$12.48

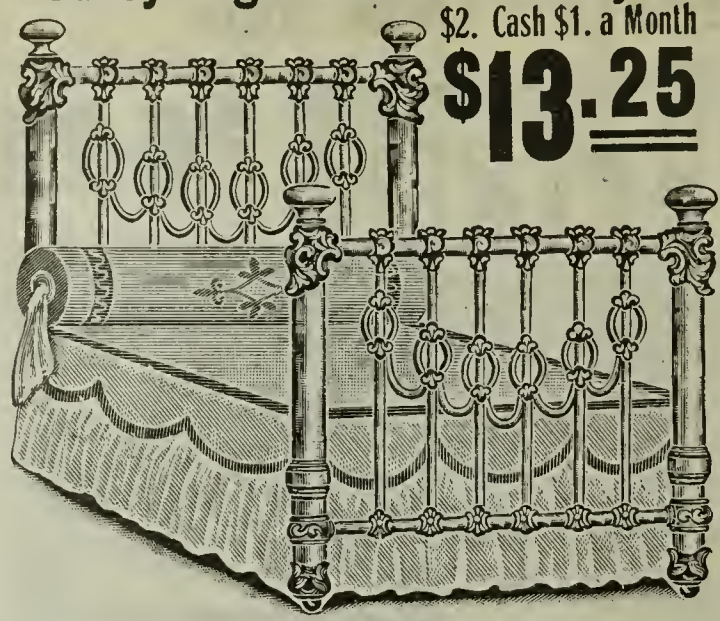


1F-324 This beautiful bed will delight you beyond expression. It is a fit companion piece to any elegantly furnished bedroom suite; and will last a life-time. The posts are massive, measuring 1 5-16 ins. in diameter and the filler rods are of ⅜ in. stock. The brass rod in center at both head and foot end together with the beautifully gilt-decorated, massive, smooth-cut chills produce an effect realized only in our fine "Art-Style" beds. Posts and rods are made of the choicest material used in bed making, and the end and side rails are exceptionally strong and rigid. The head is 66 ins. high and the foot 42 ins. high. It is 4½ ft. wide and can be furnished in all the most desirable colors, such as white or black, either of which makes a very impressive appearance, (or a combination of colors at $1.00 extra.) Be sure to indicate choice of colors and give order number. We will ship this bed to you with the understanding that it may be returned to us if it does not in every way meet your expectations. Shipping weight 140 pounds. Terms $2.00 cash, balance $1.00 a month,
Our Reduced Price **$12.48**

Fancy High Grade "Art-Style" Iron Bed

$2. Cash $1. a Month

$13.25



1F-325 So confident are we that this richly enameled beautiful Art Style Iron Bed will please you in every particular that we are ready to ship it to you upon receipt of only $2 in cash, and if upon receiving and inspecting it, you are not perfectly satisified with it in every particular, or you are not convinced that it is the greatest bargain in an iron bed you ever saw, return it to us and we will immediately refund your deposit and pay the freight charges both ways besides. Should you decide to keep it, and we guarantee you will, just pay the balance due in easy payments of $1. per month. The head and foot ends measure 70 and 50 inches, respectively. Has massive posts 1 5-16 ins. in diameter; heavy top tubes; and an interior filling of ⅜ in. iron rods. All joints and connections are firmly bound or connected by heavy decorated cast chills. Can be furnished in any standard single color (Furnished in two colors or in Vernis Martin $1.00 extra) and in the 4½ ft. width only. In ordering always mention catalog number and color or colors desired. Shipping weight, 160 pounds. Terms $2. cash; $1.00 monthly. Our Reduced Price **$13.25**

"Art-Style" Iron Bed with Brass Scroll

$2 75 Cash 1.25 a Month

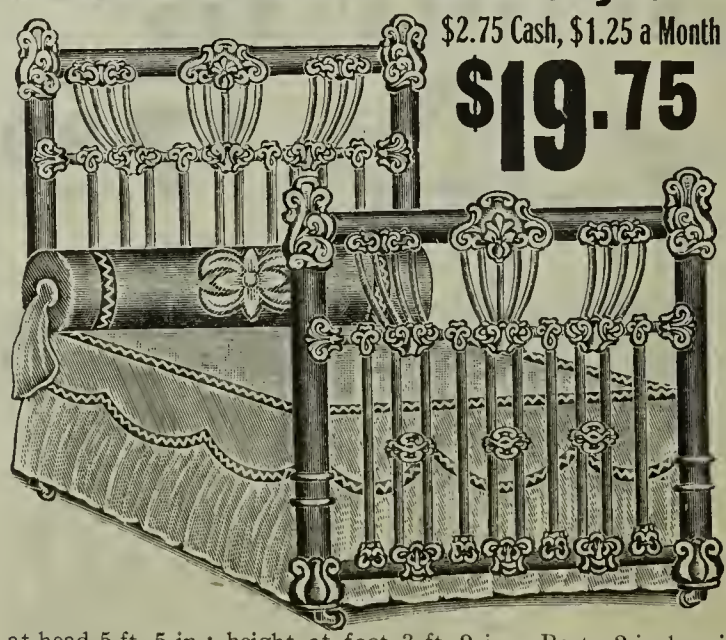
$18.95

1F-326 This is the finest Iron bed shown in our catalog; and indeed you will find nothing better anywhere at any price. The claim we make for this magnificent article is that it is equal both in beauty of design and size and quality of material to any $30 Iron Bed on the market. With these facts as your guide, you will see at once that you will get a wonderful bargain when you select this bed. Now don't deny yourself this magnificent article because of lack of ready cash. We can wait for our pay. All we want is a small deposit as an evidence of good faith. We are content to get the remainder in small monthly payments. The large steel tubing of which this bed is made measures 1 and 5-16 inches in diameter. A beautiful brass scroll fills out the space directly over the middle of each end or under the large semi-circular top rod. The remainder of the interior consists of ½ in. filler rods. All chills and connections are beautifully decorated in gold or Vernis Martin, and are very massive, quite in keeping with this bed. The head and foot measure 68 and 50 inches respectively, We furnish this bed in any color enamel (two-color combination or Vernis Martin $1.00 extra). Width 4½ ft. Always give catalog number and state color desired. Shipping weight 210 pounds. Terms $2.75 cash. balance $1.25 per month.
Our Reduced Price **$18.95**

Beautiful New "Art-Style" Iron Bed

$2.75 Cash, $1.25 a Month

$19.75



1G-341. The massive posts in this bed measure 2 ins. in diameter. It is a magnificent design, and for beauty and elegance ranks with the best bed you could possibly buy from the average mail order concern for $30. You save the difference when you buy from us. Send us only the small first payment of $2.75 and we ship this magnificent bed to your station. Take 30 days free trial to prove it's the grandest bed in the world for the money, then pay the balance in small monthly payments of only $1.25 each. Dimensions: height at head 5 ft. 5 in.; height at foot 3 ft. 9 in. Posts 2 inches in diameter. Filler rods 7-16 in. and ⅜ in. Angle iron head and foot rails. Width of bed 4½ ft. Shipping weight 212 lbs. (Terms $2.75 cash, $1.25 a month.)
Our Reduced Price **$19.75**

Massive 2-inch Post "Art-Style" Brass Bed

$15.95

Noted for Its Grace and Elegance

No. 1G-342. Some mail order houses quote the inferior 1⅜-inch post brass beds at prices no lower than we sell these genuine 2-inch Post Brass Beds. These massive beds with strong 2-inch posts cost us much more to make yet we charge even less for them. We sell more brass beds than any other three concerns combined, and our line shown on these pages is the finest in the world. This magnificent bed is made of No. 1 tested brass tubing, the very best on the market, highly burnished and finished. Look at the $40 Brass Beds in the city stores and then you'll get some idea of the quality of this bed and you'll appreciate, too, our wonderfully low factory wholesale price of only $15.95. It is exactly like the illustration shown here. It stands 5 feet high at head and 3 feet 4 inches high at foot. Posts two inches in diameter. Filler rods, ¾ and ⅝-inch tubing. We furnish this bed in all widths: either 3 ft., 3½ ft., 4 ft., or 4½ ft. State which size you want when you order. Shipping weight, 200 pounds.

Our reduced price.....$15.95

EASY-WAY-TO-PAY-TERMS
$2.25 Cash
BALANCE ONLY $1.00 A MONTH

Wonderful Brass Bed Bargain Special

$18.98

No. 1G-343. If you want a superior, high grade beautiful "Art-Style" design genuine 2-in. post Brass Bed—one that would sell in any store for $45—if you want one of these wonderful bargains, send in your order to-day. All you need send is the small first payment of $2.75 and we will ship the bed to your station. Use it for 30 days free trial before you pay us another penny. Money back and freight charges paid by us if you don't say it's the biggest Brass Bed Bargain in the world Our goods are the guaranteed kind that we sell to people and allow them a year or more to pay us. Don't compare this bed with the cheap inferior 1⅜-inch Brass Beds offered by some mail order houses. Look for the size of the posts and you will find that we undersell them all on the genuine Brass Beds with full size 2-inch posts. We don't offer the smaller sizes because no one wants anything but the 2-inch posts; they are the best and our prices on them are the lowest. Dimensions of this bed are: Height at head, 5 ft; height at foot, 3 ft. 2 inches; filler rods, ¾ and ⅝-inch. Furnished in any width, 3 ft., 3½ ft., 4 ft., or 4½ ft. State width wanted. Shipping weight, 200 pounds.

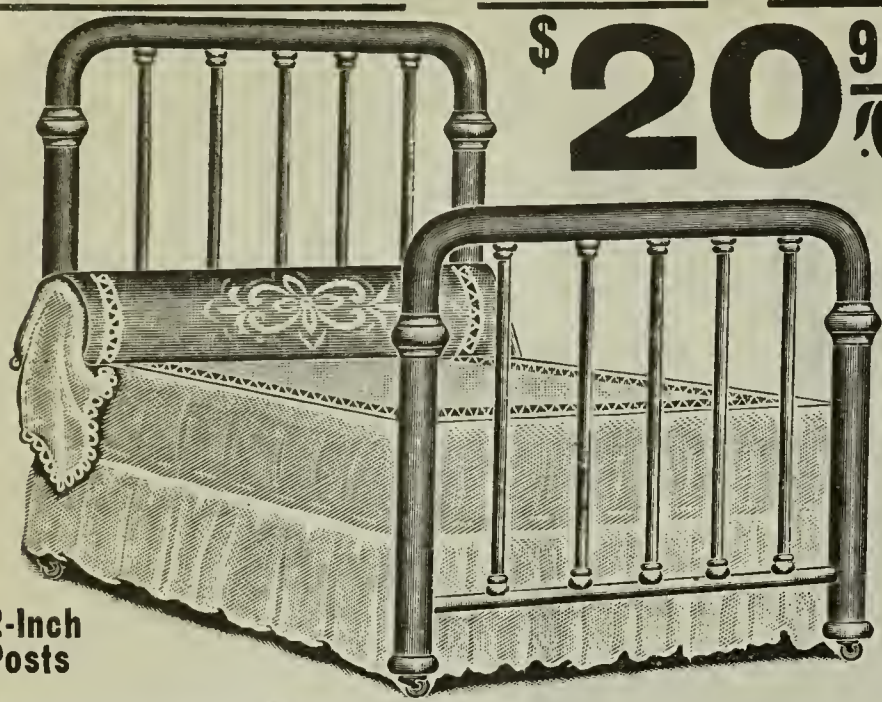
Our reduced price.....$18.98

EASY-WAY-TO-PAY-TERMS
$2.75 Cash
BALANCE ONLY $1.25 A MONTH

A Real Beauty and Very Popular

Beautiful Brass Bed

$20.95



2-Inch Posts

$3.00 CASH Balance only $1.50 a Month

No. 1 G-344 This elegant Brass Bedstead is of the continuous post and straight spindle design, which is the strongest construction as applied to brass beds. It is made of full size 2-inch brass tubing and should not be compared with the inferior 1½ or 1⅜-inch post beds that some dealers quote. Be sure to look to see that the brass bed you order has 2-inch posts. The smaller tubing is not used in the best beds.

This magnificent bed has continuous posts that measure 2 inches in diameter and support an interior filling consisting of ⅝-inch perpendicular rods adorned with brass husks. Has highly tempered steel side and end rails finished in bronze, and best quality brass casters. The head end measures 5 feet 2 inches in height and the foot end measures 3 feet 4 inches. Can be furnished in 3, 3½, 4 and 4½ feet widths. Be sure to mention width wanted, also catalogue number of bed chosen. 4½ feet is full width and the widest made. Shipping weight, 4½-ft. size, 225 pounds.

Our reduced price (Terms, $3.00 cash; $1.50 a month).....$20.95

Art-Style Brass Bed

$5.00 CASH Balance only $2.50 a Month

No. 1 G-346 A real aristocrat among Brass Beds is this magnificent straight spindle design. Every home should have some distinctive touch of elegance, some one thing so far above the common that it will be handed down from one generation to another as an heirloom of its original owner. And what is better than this majestic all-brass bed. It takes rank with the very best brass beds made, regardless of price; and at our figure it is a most wonderful bargain. Remember, this massive bed is made with full size 2-inch posts; has beautiful large post knobs, while the interior tubes are superbly ornamented with handsome husks. It is exactly like the picture shown here and will prove to be an article that you would not part with. The dimensions of this Art-Style beauty are as follows: Height at head, 4 feet 10 inches. Height at foot 3 feet 2 inches. Filler rods (that is, all tubing except the posts,) is 1 inch in diameter. Brass casters. Shipping weight, 225 pounds.

(Terms, $5.00 cash; balance $2.50 a month.) Our reduced price,

$33.50

2-Inch Posts

Our Pride Brass Bed

$27.75

2-Inch Posts

$4.00 CASH Balance only $2.00 a Month

No. 1 G-345 This magnificent Brass Bedstead is of the popular straight spindle type. It is constructed of the finest quality of drawn brass tubing, handsomely burnished and finished. The massive posts measure 2 inches in diameter and are capped with knobs of a very imposing appearance. The brass interior filling rods measure 1¼ and ¾ inches in diameter and are beautifully adorned with numerous husks. Highly tempered angle irons connect the head and foot ends. Head end measures, 5 feet 2 inches in height. Foot end measures 3 feet 6 inches in height. Equipped with best quality heavy brass casters. This elegant brass bed represents easily a $40 value in any store. Our price, $27.75, is actually the very lowest price at which a bed of this style and quality can be sold at wholesale, and it is one not likely to be met by any other mail order house in the country. All widths, 3, 3½, 4 or 4½ ft. Specify which is wanted. Shipping weight, 225 pounds.

Our reduced price (Terms, $4.00 cash; balance $2.00 a month).....$27.75

Best Brass Bed Made

$5.75 CASH Balance only $2.50 a Month

No. 1 G-347 Made of massive 2-inch brass tubing. Magnificent Art-Style design. Nothing finer or more beautiful on the market at any price.

Under the old cash system, the possession of such a superb bed, on the part of a large majority of Americans, was entirely out of the question; but the People's Outfitting Co.'s wholesale prices and Easy-Way-to-Pay credit system give the poor as well as the wealthy an opportunity of providing themselves with life's comforts. Just think, for only $5.75 we will ship it to your freight station, and give you the use of it all the time you are paying for it in easy sums of only $2.50 a month.

It has continuous posts measuring 2 inches in diameter, adorned with massive brass husks. Bottom rods between posts and other filling rods measure ¾ inch in diameter. Height at head, 5 feet 2 inches. Height at foot, 3 feet 4 inches. It has massive, highly tempered and tested angle iron ends and sides and heavy brass casters. Made throughout of the very best quality brass tubing, guaranteed not to bend or dent. All sizes: 3, 3½, 4 and 4½ feet. Specify width on your order. Shipping weight, 250 pounds.

(Terms, $5.75 cash; $2.50 a month.) Our reduced price,

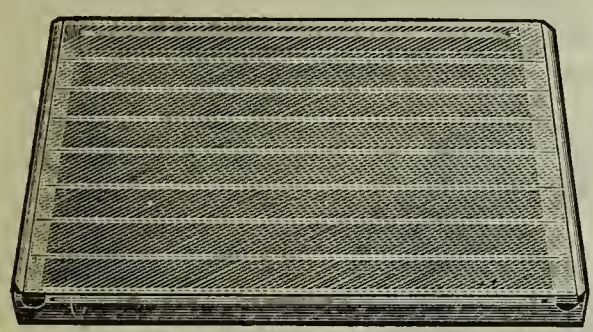
$39.75

2-Inch Posts

$1.65 Our Line of Guaranteed Bed Springs $8.95

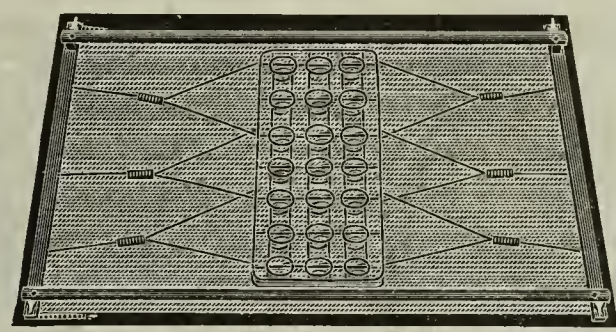
We sell all our high grade springs cheaper than any other home-furnishing house in the country for three reasons: 1—We are content with less profit on the individual sale. 2.—The springs we sell are made for us right in Detroit in the factory which we control. This means, firstly, no freight charges and, secondly, economy of production because we are able to be right on the spot with suggestions and advice backed by our deep knowledge of the wants of the customer. 3.—We contract for such large quantities of springs during the year that we practically name our own factory price. In turn we offer them to you at astonishingly low prices. We are confident our values cannot be duplicated.

When ordering a Spring be sure to state whether it is to be used on a wood or metal bed. Springs for metal beds are furnished by us so constructed as to do away with the necessity of iron slats. It is therefore important to state whether wanted for wood or metal bed. **Always give exact size of bed** for which the spring is wanted. If the bed is 6 feet long and 3 feet wide, write it 6 ft. long x 3 ft. wide, not 6x3. We cannot fill orders for springs unless exact size is given. **Be sure to give catalog number and name of spring chosen.** Each spring listed in this catalogue has a number and a name. It is more important to give the number than the name. To make sure give both. It will save us a lot of trouble and will insure early delivery.



Our Leader $1.65

No. 6L-235. A finely woven wire Bed Spring guaranteed to give satisfaction. Has a hard maple frame, varnished and securely bolted. The woven wire is of very fine single weave, reinforced by heavy steel cords. Mention whether you want spring to fit wood or metal bed and give size of bed. Shipping weight 40 pounds. Our reduced price..... **$1.65**

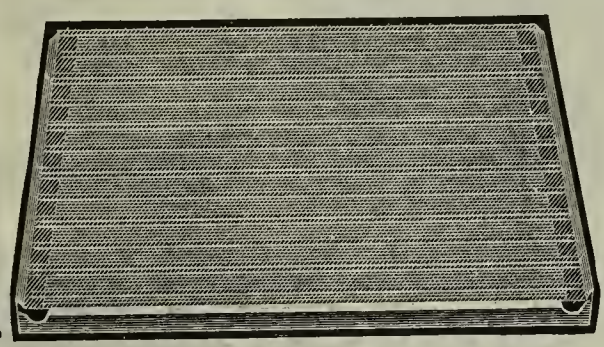


The New Era $3.95

No. 6L-241. Famous high grade spring with 1¼ inch steel side rails; heavy steel angle ends, with malleable iron riser blocks and heavy steel woven wire fabric with patent spring supports as shown. This is a bargain at our reduced price. State whether for wood or iron bed and give size of bed. Shipping wt. about 60 lbs. Our price **$3.95**

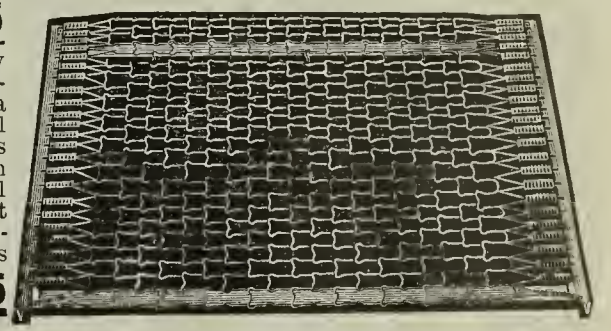
The Victor $1.98

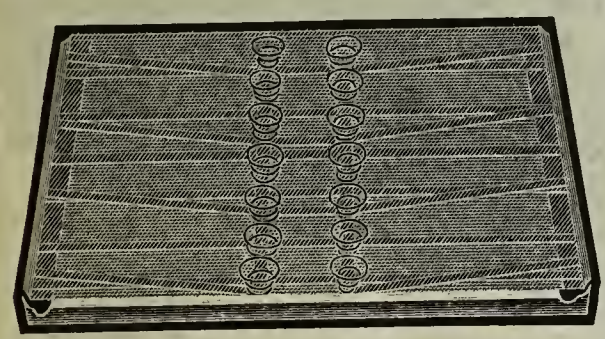
No. 6L-236. This splendid woven wire spring has a double weave all the way through. Closely woven fabric greatly reinforced by steel wire cords. Extra heavy hard maple frame, rigidly braced and bolted. When ordering be sure to state whether wanted for iron or wood bed and give size of bed. Shipping weight about 45 pounds. Our reduced price **$1.98**



The SquareDeal $4.25

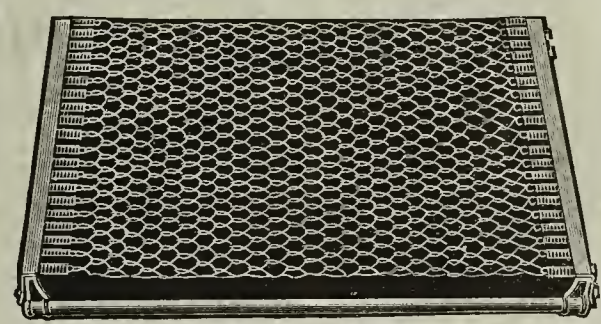
No. 6L-242. A strongly woven steel wire fabric tightly secured at ends by 25 extra strong coil tempered steel helical springs. Frame is made entirely of steel with angle plate ends and steel rails. Nothing to wear out on this spring. It is an exceptional bargain and is guaranteed for 5 years. Shipping wt. about 62 lbs. Price **$4.25**





The King $2.45

No. 6L-237. Most reliable supported wire spring ever offered. Fourteen tempered, steel springs support the high grade fabric, which is of the chain-link pattern. These springs are securely fastened to the fabric and the two supporting slats. Hard maple frame. State whether wanted for wood or iron beds Shipping weight 50 pounds. Price..... **$2.45**

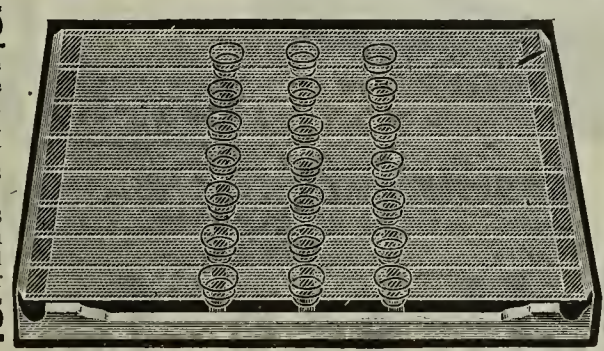


The Elite $4.95

No. 6L-243. Finest all steel spring of its kind on the market. Has 1⅝ inch tube sides; improved all metal spring fabric; ends secured by 40 guaranteed non-sagging steel helicals. Fabric is 3¾ inches from tube sides. Made with overhang on ends so as to fit any metal bedstead. Finished black. Shipping weight about 65 lbs. Our price.. **$4.95**

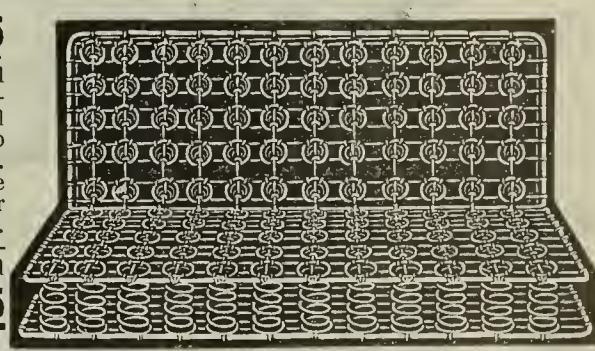
The People's $2.75

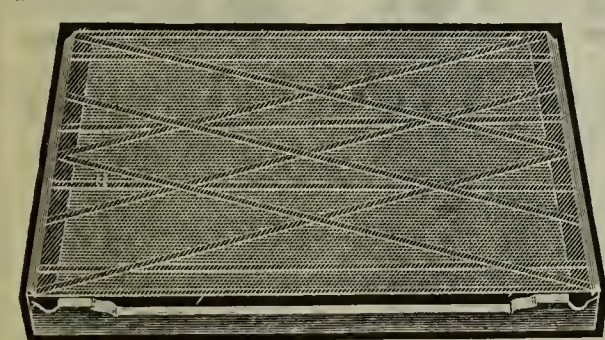
No. 6L-238. High grade spring with heavy maple frame inclosing a double chain-link weave fabric firmly supported in center by twenty-two spiral springs attached to three rigid wood slats underneath. Fabric is reinforced by triple woven wire cords. Give size and state whether for wood or iron bed. Shipping weight about 50 pounds. Price..... **$2.75**



The Griswold $2.45

No. 6L-244. For Wood beds only. Made of best tempered steel wire with 120 coil springs securely bound to each other. Extra heavy rim. Can be used on either side and folds in middle for easier handling. Finished black. Give size of bed when ordering. This spring for wood beds only. Shipping weight about 30 lbs. Our price **$2.45**





The Queen $2.89

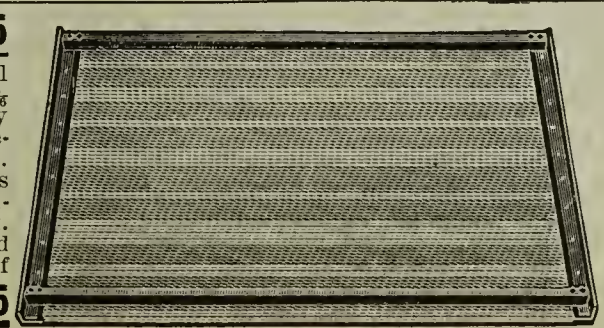
No. 6L-239. The best wood frame woven wire spring ever placed upon the market. Has heavy hard maple frame and best steel wire fabric of fine weave. Reinforced by cross banded cables. Always state on your order whether for wood or iron bed and give size of bed. Shipping weight about 50 pounds. Our reduced price **$2.89**

The Tuncson $5.75

No. 6L-245. Be sure to state on your order for this splendid spring whether you want to use it for wood or for iron bed. It is made with steel slats to fit iron bedsteads with regular reversible rails. Extra high grade; thoroughly guaranteed. Shipping weight about 65 lbs. Terms, 75c. cash, balance 50c. per month. Our reduced price..... **$5.75**

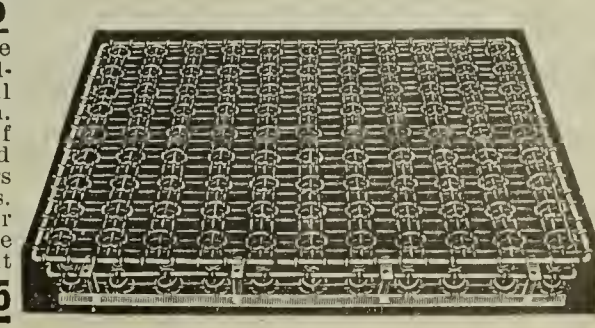
The Century $3.25

No. 6L-240. An all metal spring. Sides are made of 1 5/16 inch steel tubes. Has heavy woven wire fabric closely reinforced by strong cables. Made with overhang on ends so as to fit any metal bedstead. Finished black. Mention whether for wood or iron bed and give size of bed. Shipping wt. about 60 pounds. Our price..... **$3.25**



The Acme $8.95

No. 6L-246. This is the finest spring made, regardless of price. It has 100 coil springs each 8 inches high. It is made of the best grade of No. 11 gauge high tempered steel spring wire. Centers connect by steel tie rods. Mention whether wanted for wood or iron bed and give size of bed. Shipping weight about 75 pounds. Terms, $1.25 cash; 75c monthly. Price **$8.95**



$1.87 Mattresses $20.50

Department Of

You will find on this and the following pages the finest line of Mattresses and Pillows ever placed on the market. Every article is absolutely guaranteed. We pledge ourselves to more than please you in every way with these goods and to give you more value for your money than any other mail order establishment in the world. One-third of our lives is spent in bed. Eight out of every twenty-four hours is the time the average person devotes to sleep—some persons more, some less. Everybody appreciates a comfortable bed; and to have a comfortable bed requires a comfortable mattress. Those shown in this catalog can be depended upon to give the greatest degree of comfort and lasting satisfaction. Our double binding guarantee goes with every sale.

The Most Popular Mattress

This is The Celebrated Cost-No-More Mattress

The Best in the World for the Money

A Regular $15 Mattress for $8.50

Genuine, Medicated, Vermin Proof, Non-Absorbent and Non-Matting 45 Lb. Cotton Felt Mattress

The Far Famed Costnomore No. 6L-247. Who has not heard of the Costnomore mattress, and who is there that will deny it is the standard of quality? People are becoming more and more particular about the mattresses they buy as the years roll on. And the more particular they are the more Costnomore mattresses we sell; because the Costnomore stands the test and gives that perfect satisfaction, so much desired. It is soft and resilient the first time you sleep on it, and it stays that way for years and years, because it is made right. It cannot become lumpy and uneven from long use, for it is constructed especially to overcome just such possible fault. It will keep its shape as long as it lasts and it will last longer than any other elastic cotton felt mattress.

Construction Each layer of elastic cotton felt is made of uniform thickness by the most scientific process and with the latest improved machinery. The layers, one upon another, are drawn together under great pressure and enclosed in the heavy ticking. The tufts are evenly arranged and of equal tension. The entire process of manufacture requires special machinery and expert workmanship and the finished mattress is the most perfect ever built.

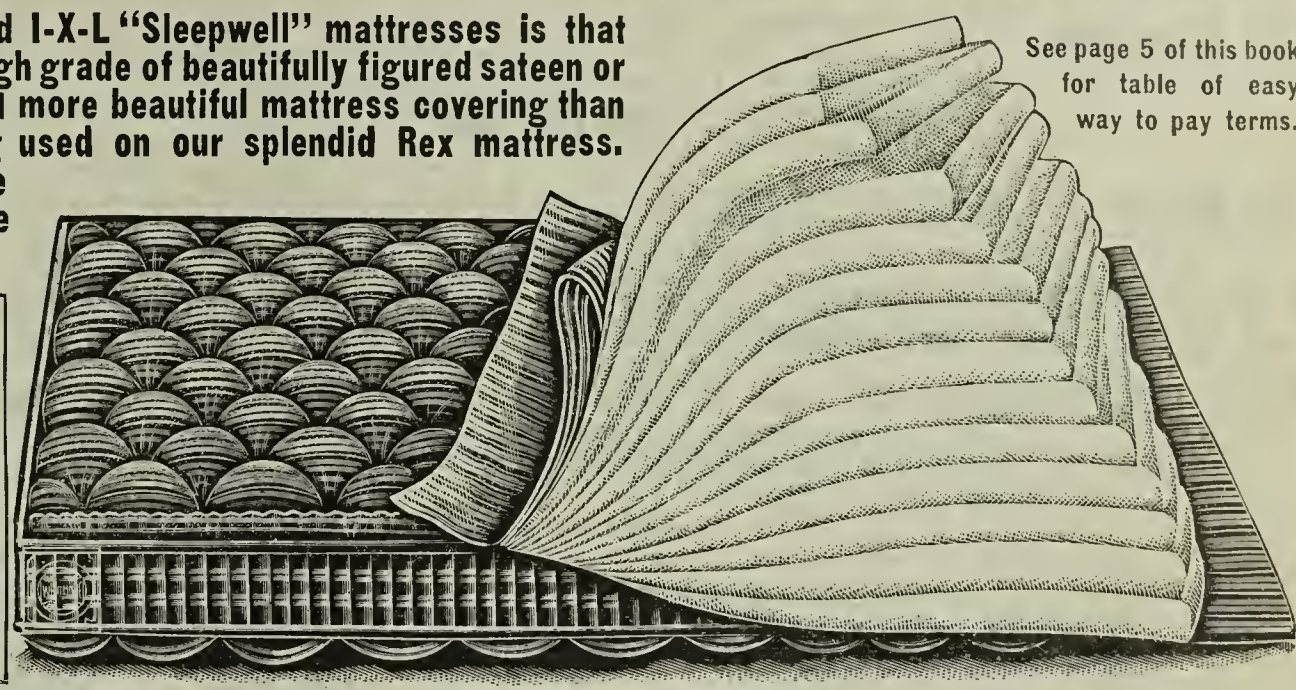
The Sanitaire Mattress No. 6L-248 which is listed in the price table on this page is of the same general construction as the Costnomore. It is covered with the most beautiful, heavy, flowered ticking that can be manufactured. This mattress is positively the finest elastic cotton felt mattress on the market. It would be utterly impossible to buy a better felt mattress, because no better felt mattress can be made; yet you will find that our prices are considerably lower than other recognized makes sell for. This is because we sell so many and have perfected equipment for their manufacture; and because we add only our one small percentage of profit to the actual cost. We are headquarters for mattresses and "there's a reason."

SIZES AND PRICES		SIZES AND PRICES	
COSTNOMORE No. 6L-247		SANITAIRE No. 6L-248	
4 feet 6 inches wide Weight 45 lbs	$8.50	4 feet 6 inches wide Weight 45 lbs	$10.85
4 feet wide Weight 40 lbs	8.30	4 feet wide Weight 40 lbs	10.50
3 feet 6 inches wide Weight 35 lbs	8.00	4 feet 6 inches wide Weight 35 lbs	10.25
3 feet wide Weight 30 lbs	7.75	3 feet wide Weight 30 lbs	10.00
For Cribs Weight 15 lbs	4.50	For Cribs Weight 15 lbs	7.15

$7.25 REX Our Famous "SLEEPWELL" Elastic Cotton Felt Mattress $10.50 I-X-L

The difference between our Rex and I-X-L "Sleepwell" mattresses is that the I-X-L is covered with a very extra high grade of beautifully figured sateen or art denim, which, is a more lasting and more beautiful mattress covering than the nevertheless high-grade ticking used on our splendid Rex mattress. Either of these mattresses will prove highly satisfactory and both are thoroughly guaranteed by us.

See page 5 of this book for table of easy way to pay terms.



SIZES AND PRICES		
Give Name and Number of Mattress chosen	REX No. 6E-228	I-X-L No. 6E-229
4 feet 6 inches wide · 45 pounds	$7.25	$10.50
4 feet wide 40 pounds	7.10	10.25
3 feet 6 inches wide 35 pounds	6.95	10.00
3 feet wide 30 pounds	6.75	9.75
For Cribs 15 pounds	3.85	6.90

This Perfect Mattress will promote that perfect sleep which restores your tired nerves and dispels household or business cares; that perfect sleep which imbues you with the vigor of health and prepares you, rested and refreshed, for the active morrow. Regardless of what may be said of any other "Elastic Felt" mattress on the market, we positively guarantee that this "Sleepwell" mattress stands second to none from any stand-point of durability, make or comfort.

The "Building" The art of mattress building in its very latest and most improved development is demonstrated in the "Sleepwell." You are given a mattress that will not lose its shape, will not sag, nor lose its resilience. The above illustration shows an end ripped open so that you may see the numerous layers of pure cotton which in the complete mattress is pressed together under enormous pressure. These layers of cotton are built of numerous smaller layers composed of the very finest grade of pure long cotton fibres, specially treated to eliminate any possible danger from lurking germs. With these pure white layers of fluffy cotton the mattress is built. The tufting is uniform and even. Each tuft is secured by our "never-slip" fastening process, which insures permanency. The ticking is extra heavy and of the finest quality.

Made in Detroit The "Sleepwell" Cotton Felt Mattress is made right here in Detroit, where our great interests are concentrated. We therefore safely guarantee the superior construction or building of this mattress. We know the high degree of hygienic cleanliness that is maintained in the factory. Every pound of cotton comes under our close inspection and every process to which it is subjected comes under our rigorous supervision. We are not content with giving you merely a cotton felt mattress; we aim to give you the very best elastic cotton felt mattress that it is possible to make.

Full Weight We give the actual weights of the mattress in the various sizes, in the table shown above and to the left. The 4-foot, 6-inch mattress, for example, comes up to the full weight, 45 pounds. We positively guarantee every mattress sold by us to be full weight ready for use, not including any packing.

Sent on Approval Here is our free trial proposition: Order this mattress sent to your home. Examine it thoroughly, see that it comes up to your highest expectations, place it upon your bed and sleep on it one night, then if you feel that you do not care to keep it for any reason, send it back to us at our expense and we will cheerfully refund your first payment as well as any freight charges you have paid.

Our Prices and Quality As before stated, this mattress is made in Detroit. This means a saving of freight charges to us. This is the first factor that determines the low price at which we offer this article. The second great factor is that we distribute such an enormous number of these mattresses through the medium of our great city stores and immense mail-order establishment that our production cost is very low. We are therefore able to offer them to our customers at the lowest prices ever quoted for goods of such high quality. It's easy to pay the People's way.

Our Splendid "SLEEPO" The Most Popular Mattress Made

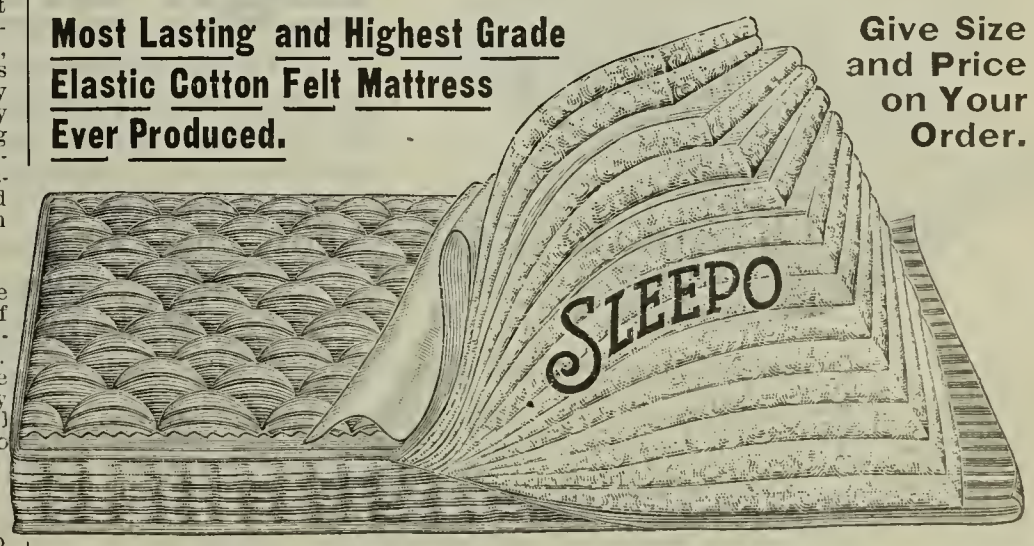
No. 6L-249. This is the heaviest and best sanitary elastic cotton felt mattress on the market. It weighs 50 pounds and is made of the best materials that can be manufactured. The "Sleepo" is a genuine medicated, vermin-proof, non-absorbent and non-matting mattress, made up from layers of snowy white cotton felt. These layers are especially prepared so that they do not vary in thickness. They are placed one upon another and evenly pressed down and thoroughly sewed and tufted into the extra heavy strong ticking. The process of making these guaranteed vermin-proof genuine elastic cotton felt mattresses is far in advance of the usual methods of mattress-making. Specially constructed machines and expert workmen are utilized and the most lasting and perfect mattresses produced. They are of uniform high grade and extraordinary quality.

The 50-Pound Weight Mattress is becoming the most popular of all; and the celebrated "Sleepo" is acknowledged to be the best 50-pound mattress ever sold. These mattresses formerly sold at a much higher price, but since we have been able to control the entire output and have taken all that the factory produced, we have been able to cut the price. We have done away with all middlemen's profits, and are now offering you here a mattress superior to any that are sold elsewhere at $15.00 and $18.00, yet our price is only **$11.50** See price list under illustration for the various sizes.

The Best is the Cheapest It is unnecessary for us to advise you to buy the best mattress you can possibly afford. We know you will do that anyhow; but we do want to remind you that you are getting in this "Sleepo" a regular $18.00 value at the reduced price of only **$11.50.** We want you to appreciate the fact that it is an extraordinary bargain. This most perfect, most lasting and most comfortable of all sanitary elastic felt mattresses is now offered to you at a sensationally reduced price, and on our Easy Way to Pay Plan. See page 5 of this catalog for complete table of easy terms. Send us your order for one of these "Sleepo" mattresses and get the best made.

Most Lasting and Highest Grade Elastic Cotton Felt Mattress Ever Produced.

Give Size and Price on Your Order.



Sizes and Prices of Our "Sleepo" Mattress Given Below

4 feet 6 inches wide, weight 50 pounds. Our reduced price	$11.50
4 feet wide, weight 45 pounds. Our reduced price	11.30
3 feet 6 inches wide, weight 40 pounds. Our reduced price	11.00
3 feet wide, weight 35 pounds. Our reduced price	10.75
For Cribs, weight 18 pounds. Our reduced price	7.50

Special Mattress Bargains

Including Our Excelsior, Comfort, Regal Cotton, Luxury, Reversible,

Hospital St. Regis And White House Mattresses As Listed In The Table Given Below.

The Excelsior used in our mattresses is made of selected white basswood, thoroughly dried and seasoned. It is quite elastic and perfectly sanitary, however, not quite so soft and comfortable as cotton.

The Husks used in our mattresses are all hand picked and hand stripped. Only the softer parts are used, which provides a soft and sanitary bed. Husk mattresses give good satisfaction.

The Cotton used in our mattresses we guarantee to be new and clean. It is thoroughly ginned and washed and makes a clean, sanitary, and comfortable bed when made into mattress.

The Hair used in our mattresses undergoes a special washing, cleaning and purifying process which makes it absolutely clean, sanitary, and odorless. The fibres are long and elastic. We guarantee every one of our hair mattresses exactly as represented or your money back, together with freight charges both ways.

Order by name and number and be sure to state exact size wanted.

Mattresses in two parts, 40c extra

	ACTUAL WEIGHT—LBS. 45 For 4½ ft. Beds Price	40 For 4 ft. Beds Price	35 For 3½ ft. Beds Price	30 For 3 ft. Beds Price	15 For Cribs Price
6E-218. Excelsior. All excelsior mattress. Filled with pure white exelsior; ticking used is of good grade, guaranteed not to stretch. Leather tufted and closely stitched	$2.48	$2.43	$2.37	$2.32	$1.87
6E-219. Comfort. Excelsior cotton top mattress. Filled with best quality excelsior and overlaid with good, clean new cotton. Leather tufted and closely stitched. Lowest price for a good cotton top mattress ever catalogued	3.25	3.20	3.15	3.10	2.60
6E-220. Regal Cotton. Filled with the purest and whitest grade of excelsior applied to mattress making, overlaid with the highest grade cotton used. Tufted with leather tufts, firmly bound and closely stitched. Great bargain at our figure. Cannot be duplicated elsewhere	3.65	3.60	3.55	3.50	2.70
6E-221. Luxury. Filled with clean, selected husks, overlaid with thick layers of the choicest cotton, on one side. Leather tufts used, closely stitched and firmly bound. Covered with an extra heavy grade of ticking and is actually worth one-third more than we ask. A most comfortable mattress	3.98	3.88	3.78	3.68	2.48
6E-222. Reversible. Cotton top and bottom. This is a reversible excelsior mattress, differing from Regal Cotton in that both top and bottom are overlaid with a layer of the best grade cotton, making a mattress either side of which can be used as the "lying-on" side. Leather tufted and closely stitched. Will give fine service and comfort	4.75	4.70	4.65	4.60	3.20
6E-223. Hospital. This is an extremely comfortable mattress and consists of thoroughly cleaned and selected husks covered on both top and bottom with extra thick layers of the highest grade cotton as applied to mattress making. Only the best grade of ticking is used and is leather tufted and firmly bound	5.25	5.20	5.15	5.10	4.30
6E-224. The St. Regis. This is by far our best cotton-excelsior combination mattress and we offer it at a figure that positively baffles all competition. Filled with the choicest white excelsior, and all around the excelsior — top, bottom, ends and sides — is new, pure white cotton which is covered with an extra heavy grade of ticking. Leather tufted and closely stitched. This is a great mattress and should be compared to those sold elsewhere at from $9.00 to $12.00	$6.25	$6.20	$6.15	$6.10	$4.75
6L-250. White House. Here is an all-cotton mattress which we guarantee to be made entirely of pure white cotton, thoroughly clean and sanitary. It is covered with the best grade of ticking and will give generations of service. It is leather tufted and closely stitched. We guarantee this to be the best cotton mattress on the market at our figure	6.95	6.85	6.65	6.55	3.35

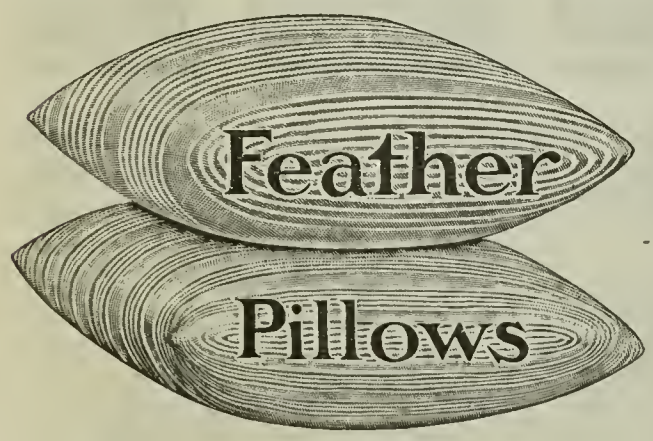
Order by name and number and be sure to state exact size wanted.

Mattresses in two parts, 40c extra

Hair Mattresses.

NOTE: We offer two of the greatest values in the line of hair mattresses ever shown. No extra charge for hair mattresses ordered in two parts.

	45 For 4½ ft. Beds Price	40 For 4 ft. Beds Price	35 For 3½ ft. Beds Price	30 For 3 ft. Beds Price	15 For Cribs Price
6E-226. Detroit. This mattress is filled with long, high grade hair. None but the most thoroughly cleaned, washed and disinfected hair is used and as this mattress is made right here in Detroit we are in a position to guarantee this fact. It is covered with the finest grade of heavy ticking; it is leather tufted and firmly bound. Nothing short of $20.00 will purchase a mattress of this grade at your local dealer's	16.95	16.70	16.45	16.20	6.25
6E-227. Peerless. Hair mattress. You cannot buy a better hair mattress than this, regardless of the price. It is filled with the very best grade of super, extra long, black or gray hair. It will last more than a lifetime and will never get hard. It is closely leather tufted and has special binding and stitching. Covered with the finest of ticking. It makes a most luxurious bed. We will ship it to any reliable person upon receipt of only $3.00, the balance to be paid in easy payments of $1.50 per month	21.50	21.25	20.75	20 50	



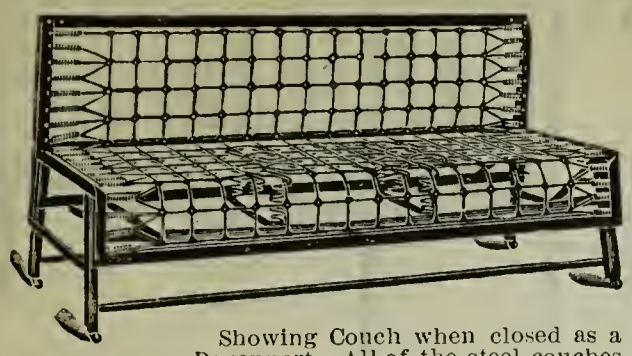
High Grade Feather Pillows

We guarantee all the feathers used in the making of our high grade feather pillows to be absolutely clean and odorless. They are placed through the most up-to-date renovating process ever invented and they are absolutely germ free. The tickings or coverings are of the highest grades. We guarantee to save you money on every pillow you buy from us.

NOTE: Prices quoted below are for single pillows. When ordering a pair be sure to multiply the price given by 2.

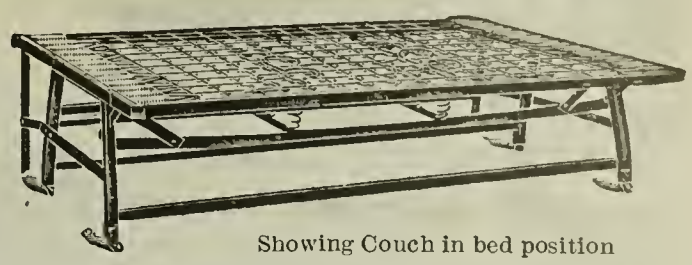
BRAND AND PRICE LIST OF PILLOWS	Weight Each	Size	Price Each
6L-251. Comfort Brand, fine quality, made of curled hen feathers and cotton flock	2½ pounds 3 " 3½ "	18 x 25 inches 19 x 26 " 20 x 27 "	$0.59 .69 .89
6L-252. Eureka Brand, filled with a good grade curled hen feathers, also a small per cent of turkey feathers. High grade ticking furnished	3 " 3½ "	19 x 26 " 21 x 27 "	.85 .95
6E-232. Our Leader Brand, a wonderful value. Only the very highest grade hen feathers used, treated and cured by our own special process. Odorless and sanitary. Best quality sateen ticking	3½ " 4 "	21 x 28 " 22 x 29 "	1.19 1.35
6L-253. Star Brand, choicest mixed hen and duck feathers, with a small percentage of goose. Covered with best quality sateen ticking	3 " 3½ " 4 "	20 x 27 " 21 x 28 " 22 x 29 "	1.45 1.69 2.00
6E-234. Peoples' Brand, filled with the very best quality duck and goose feathers, steam dressed and cured. Best quality sateen ticking used. We save you money on this at	3 " 3½ "	21 x 27 " 23 x 28 "	2.20 2.55

Gold Medal Brand Sanitary Steel Bed Davenports



Showing Couch when closed as a Davenport. All of the steel couches on this page can be closed as davenports.

This fine steel sanitary Bed Davenport, has our guaranteed tinned wire (to prevent rusting) fabric securely fastened to side rails by 50 helical springs and further supported in center by 12 oil steel springs. As a davenport it has a seat measuring 24 inches in width and 75 inches in length. It may instantly be converted into a bed by merely lowering the back and raising the front wing when it attains a full-size bed measurement of 54 inches. During the day it can be made up as a davenport and covered with our special cotton pad mattress, ornamented by any fancy pillows you may have about. Shipping weight 80 pounds.



Showing Couch in bed position

1E-237. Steel Sanitary Bed Davenport (75c cash, 50c monthly)..... $6.25
1E-238. Steel Sanitary Bed Davenport, complete with all-wool pad .. 10.20
($1.50 cash, 75c monthly)

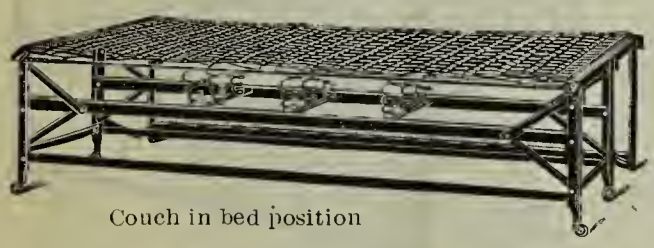
The People's Special Sanitary Steel Bed Davenport

By far the greatest value in a steel sanitary bed ever offered. This is a beautiful Gold Medal Brand couch made with all the latest improvements. Every strand of the wire is bound to the frame by a steel tension helical. The steel supports underneath the couch are connected to fabric by row after row of large spiral steel springs, giving it perfect support at every point. This Davenport is not heavy nor clumsy, because there is not one ounce of superfluous metal in its construction. It is built of the very best material and properly reinforced, making it the most serviceable Bed Davenport ever put on the market. All edges are well rounded so that they will not catch and tear the clothes and the frame is enameled and can not rust. This is a most useful piece of furniture. During the day, when the couch is covered by one of our cotton pads together with a few fancy pillows, it has the appearance of any high grade couch. It may be converted into a full size bed 54 inches wide in a moment's time. Any child can operate it, as it is only necessary to raise the sides. It is the most comfortable bed to be had, because of the fine spring construction with its perfectly soft, even surface. This Gold Medal Brand Davenport will give you the very best of service and please you in every respect. It is of guaranteed construction, best materials and will give long satisfactory service. It is absolutely the best Steel Sanitary Bed Davenport ever put on the market and we offer it to you at a lower cost than you have been paying for inferior quality. Shipping weight about 80 pounds.

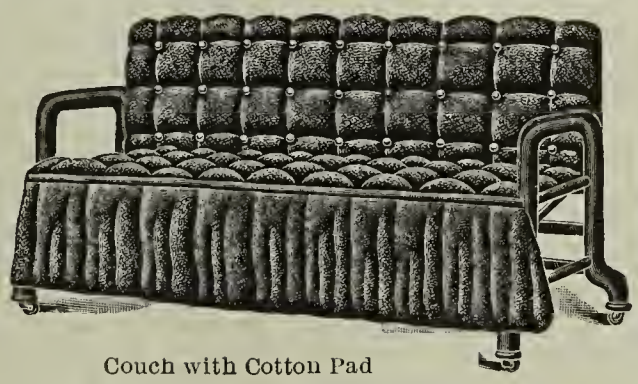
1L-349. Sanitary Steel Bed Davenport (without pad).....$4.45
1L-350. Sanitary Steel Bed Davenport (complete with cotton pad)..... 8.40
($1.50 cash, 75c monthly.

High Grade Pads to Fit, $3.95

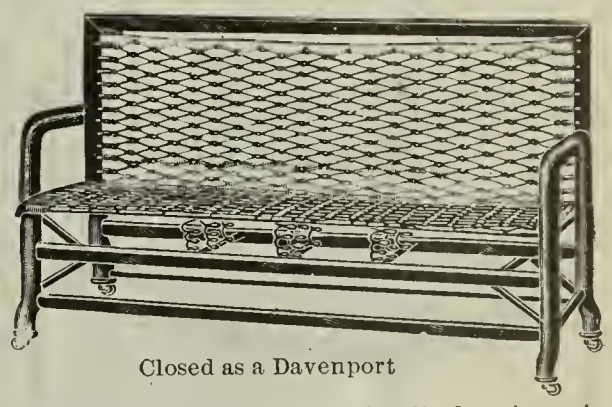
Couch covers are not included in the price of these Couches. See colored section for complete line.



Couch in bed position



Couch with Cotton Pad

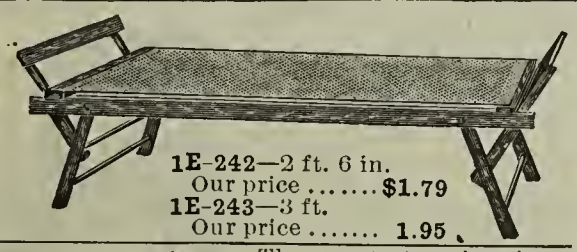


Closed as a Davenport

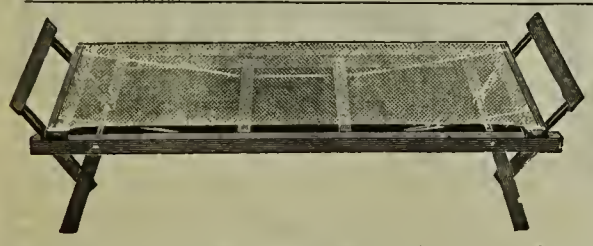
By far the greatest value in a Sanitary Steel Bed Davenport ever offered. It is of perfect construction, fully guaranteed and will give perfect satisfaction even under the hardest usage. The chief point of beauty is that during the day it has all the appearance of an elegant Davenport, and at night, or when needed, it can readily be converted into a full size commodious bed 54 inches wide and 75 inches long. The mechanism is very simple as there are no locks, ropes or pulleys to get out of order. It has the new opening and closing device which is acknowledged to be the best ever adapted for exclusive use on steel couches of the highest quality. It has a highly tempered steel frame rigidly braced by iron rods. Has a spring fabric superior to that furnished in steel davenports by other manufacturers. It is rigidly supported under seat by 12 double coil, oil tempered springs, while plenty of "give" and further strength is secured by 50 steel tempered helical springs—in fact, the entire construction is one of the greatest endurance. Finely finished in gold bronze. Shipping weight about 100 pounds.

1E-239—Sanitary Steel Bed Davenport.....$7.45
($1.00 cash, 50c monthly, without pad.)
1E-240—Sanitary Steel Bed Davenport..... 11.40
Complete with cotton pad, $1.50 cash, 75c monthly.

A woven wire Cot that is strong and substantial. The frame is made of choice maple, nicely finished. The spring is of extra fine weave and well secured at the sides. Can be furnished in two sizes, 2 ft. 6 in. and 3 ft. Be sure to indicate choice. Shipping weight about 30 pounds.



1E-242—2 ft. 6 in.
Our price $1.79
1E-243—3 ft.
Our price 1.95

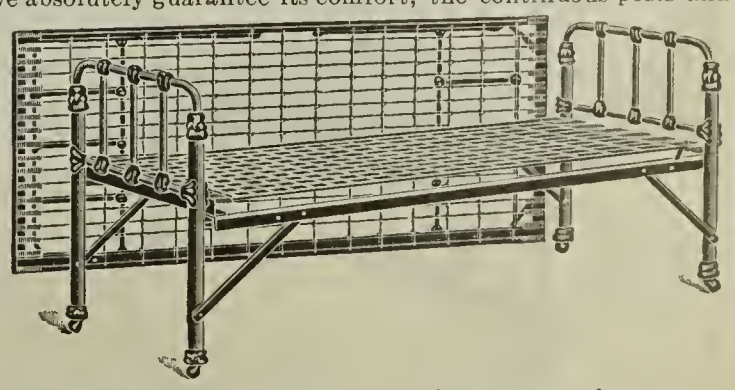


The greatest value in a woven wire, supported Spring Cot on the market. It is unsurpassed for comfort and durability. It has a hard maple front covered with the best quality double woven wire spring which is firmly supported by two rows of oil tempered steel springs and further reinforced by stout woven wire bands. By all means include one of these handy articles in your order. When folded up they occupy little space. Shipping weight about 35 pounds.

1E-244. Our price, 2 ft., 6 in. size.....$2.35
1E-245. Our price, 3 ft. size..... 2.75

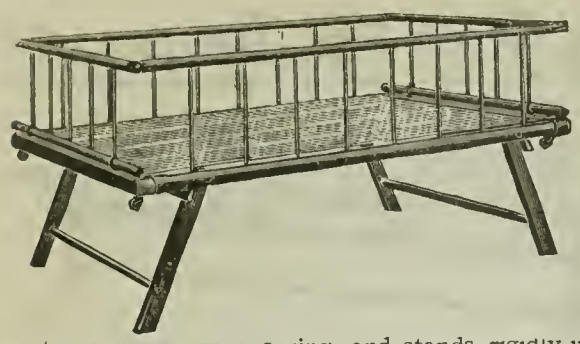
Best Metal Folding Cot. Our Reduced Price $3.95

This high grade All-Metal Cot sells itself on sight. Its great durability is unquestioned, and we absolutely guarantee its comfort; the continuous posts and interior filling are made of highly tempered steel bands with rounded edges. Has a finely woven wire spring resting on an all steel frame. Although constructed entirely of metal, no difficulty will be found in folding it up. It is neatly finished in enamel. This is a thoroughly guaranteed high grade steel couch. Shipping weight about 50 pounds.



1L-354 2 ft. 6 in. wide. Our price.....$3.95
1L-355. 3 ft. wide. Our price..... 4.40

Wood and Iron CRIBS

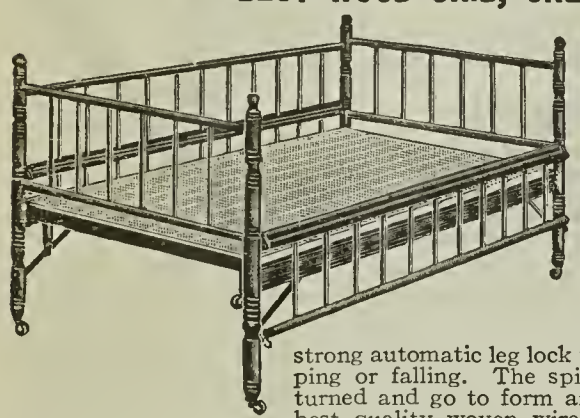


1E-248. Here is a crib worth more than what we ask for it. It is made of hard maple and nicely varnished. It has a strong woven wire spring and stands rigidly upon folding legs. It measures 30x48 inches. Has a strongly built frame to prevent baby from rolling out. Shipping weight, 30 pounds. Our price.....$1.95

SOMETHING GOOD FOR BABY, $2.40

1E-249. This is the lowest priced Drop Side Child's Wood Crib on the market. It is made throughout of seasoned hard maple, with a bright finish. Has a very strong frame and best quality woven wire spring mounted on well turned legs. The latter are very strongly braced and fitted with steel corner plates. It is mounted on casters and is absolutely guaranteed to be just as represented. It measures 30 inches in width and 54 inches in length. Shipping weight, 35 pounds.
Our price.....$2.40

BEST WOOD CRIB, ONLY $3.35



1E-250. This is the best and most popular Wood Crib we handle. It never fails to give satisfaction. It resists the wear and tear of growing children in a surprising degree. It is constructed throughout of best quality hard white maple, with a pretty, bright finish. All metal parts are of malleable iron. A great feature of this crib is that the legs and frame posts are made of one piece which is securely bolted and braced. It has a strong automatic leg lock which guarantees it against tipping or falling. The spindles and top rods are nicely turned and go to form an extra high frame. It has a best quality woven wire spring and drop sides which makes it easy in caring for or dressing the child. Shipping weight, 40 pounds.
Our price.....$3.35

SEND US 75c FIRST PAYMENT FOR THIS CHILD'S BED

1E-252. This handsome detachable side Child's Iron Crib is the greatest value on the market today. It is really a child's bed rather than a mere crib and is built throughout of highly tempered steel, which includes all the tubing and the angle end and side rails. It measures 30x54 inches; ends are each 44 inches in height. It has ⅞-inch posts neatly decorated with 1½-inch brass vases. The curved top rails and top side rails measure ⅜ of an inch and the filling rods measure ¼-inch. The pleasing features of this crib are the detachable side rails, and the distance between the woven wire fabric and the top of the sides, or the height of the crib proper, which is 20 inches. This gives plenty of room for bedding and at the same time prevents baby from falling out. It has a pencil weave wire mattress, which is unsurpassed for comfort. Complete with casters. Shipping weight, 100 pounds. Our price.....$5.95

75c CASH 50c MONTHLY FOR THIS STRONG CHILD'S BED

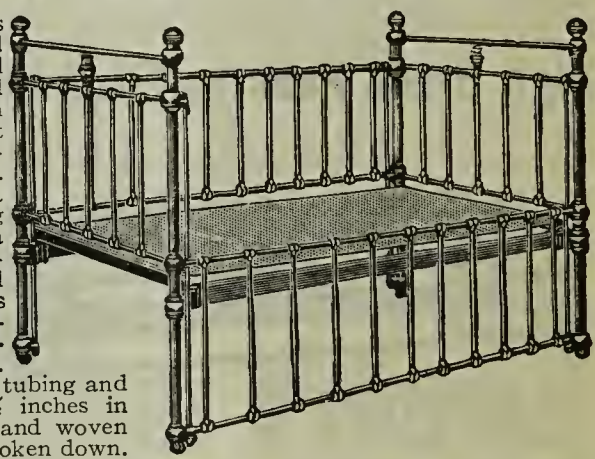
1E-253. Just the thing for a growing child. Nothing pleases a child more than to have a bed all of its own. In ordering this bed we assure our customers that better quality for the money does not exist. The material of which it is made is the best quality tempered steel as applied to bed making, nicely finished in white or blue enamel. The ⅞-inch posts are handsomely decorated with 1½-inch brass vases. The perpendicular filling rods measure ⅜ and ¼ of an inch in diameter and the top rods measure ⅜ of an inch. This crib is fitted with folding drop side rails, which, when in an upright position are securely fastened so that the child cannot fall out. The head end measures 37 inches in height and the foot end measures 33 inches. Especially noteworthy is the finely woven wire bottom. It is unsurpassed for strength and comfort. Shipping weight, 100 pounds. Our price.....$6.40

1E-251. An Iron Crib is the best, after all. It is far more sanitary than a wood crib and there is less danger of the crib tipping over. This crib is made throughout of the best quality tempered steel with angle iron side rails. It has detachable sides, the top rods of which are 20 inches above the wire fabric. The ends measure 36 inches in height; the corner posts are ⅞ of an inch in diameter; filling rods, ⅜ of an inch. Finished in white or blue enamel. Posts are prettily ornamented with 1½ inch brass vases. Complete with casters. Shipping weight, 100 pounds.
Our price.....$5.35

WE WILL SHIP YOU THIS CANOPY TOP CHILD'S BED UPON RECEIPT OF - - - - $1.00

1E-254. The great value and beauty of this splendid Child's Bed will be seen at a glance. The top rods of the head and foot end are of a concave pattern and meet at some distance above the side top rods, from which point a ⅜-in. rod connects both ends, forming a canopy over which mosquito netting may be thrown. Bed is built of well tempered steel tubing and finished in color desired. Corner posts are ⅞ of an in. thick and are well spreading below the spring. It has ¼-in. filling rods and the top measures ⅜ of an in. Pretty brass vases adorning the posts measure 1½ in. in diameter. Bed is fitted with detachable side rails to facilitate caring for and dressing the child. The best quality pencil weave woven wire spring is used. It is only $6.75 for this child's bed—⅓ less than it is sold for elsewhere. Shipping weight, 115 pounds.
Our price.....$6.75

YOU PAY $1.25 CASH AND 75c PER MONTH for this BRASS TRIMMED CHILD'S BED



1E-255. Here is a Child's Bed of singular beauty and durability. It has a brass rail at the head and foot end and the posts are adorned each with a pretty brass vase. It also contains the latest improved sliding drop side rails. You can't imagine what a wonderful help it is in making up the bed. This bed has a head and foot end measurement of 41 inches in height and ⅞-inch posts. The top rods measure ⅜ of an inch in thickness and the filling rods measure ⅜ and ¼ of an inch. The brass rods are of ½-inch tubing and the brass vases measure 1½ inches in diameter. It has a special hand woven wire spring that cannot be broken down. It measures 30 inches in width and 54 inches in length. Best quality heavy casters furnished. Shipping weight, 120 lbs.
Our price.....$8.50

We will Sell You this Splendid CHILD'S BED upon Terms of $1.50 CASH and 75c MONTHLY

1E-256. At $9.75 we offer the very best Child's Steel Bed on the market. We make this assertion from the standpoint of beauty and strength, particularly the latter. It is of the most desirable continuous post design which is the strongest possible in bed making, and in addition it is filled with straight rods, which also adds to its lasting quality. A distinguishing feature is the sliding drop side rails which is a great help when it comes to making up the bed or in dressing and caring for the child. The head end measures 44 in. in height and the foot end measures 40 in. It has ⅞-inch continuous posts and ⅜ and ¼-inch filling rods. The top rods measure ⅜ of an inch in diameter; to give an idea of the safety of this child's bed, it is 24 inches from top of side rail to the wire fabric. The latter is of the very choicest quality pencil weave woven wire bottom guaranteed not to break. We furnish this bed in the 30x54-inch size. Be sure to indicate choice of color. Heavy casters furnished. Although the highest priced child's bed we offer, it is really no dearer than beds of much inferior grades sold elsewhere. We invite comparisons. Shipping weight, 125 pounds.
Our price.....$9.75

Improved Folding Go-Carts

Can be Folded in One Operation, Easy to Carry About, Light in Weight, Strong in Construction, Elegant in Appearance, Newest Styles, Complete with many Patented Improvements Never Before Shown.

We offer on this and the following pages our famous line of Automatic Collapsible Folding Go-Carts. When open these go-carts present a most stylish and handsome appearance, and when closed they are extremely compact. There is not a single ounce of superfluous weight in the make-up of these go-carts, and while they are the lightest of their kind to be found on the market, they are also warranted to be the strongest. The entire **frame** is constructed of riveted Steel Stock made extra strong. **The Dash and Reclining Back** can be instantly adjusted to any position desired and thus the vehicle is easily transformed into a sleeper go-cart. These go-carts are all equipped with **Improved Easy Riding Gear,** the most comfortable and desirable gearing ever made. The **Automobile Wheels** are made of steel and equipped with solid cushion rubber tires. In every detail of construction these Go-carts are so far superior to the ordinary kind usually advertised that they stand in a class by themselves. They are equipped with patent devices which make them stronger and better in every way and the **Upholstery** used is the most excellent grade of thoroughly waterproof Leatherette, a material that has proven to be the most serviceable and by far the most handsome of all coverings.

Quality Guarantee We know positively that the quality represented in these go-carts is absolutely irreproachable. We know, too, that our prices will please and satisfy you and we are assured of your patronage if you will but compare these goods with those offered by other dealers at similar prices. We have complete confidence in our products and we substantiate our guarantee on these superior go-carts by our Gold Guarantee Certificate backed by a deposit of $5000.00 in gold in the First National Bank of Detroit, Mich.

We are the largest distributors of Go-carts direct to the people of any mail order concern in the world, and we pledge ourselves to sell you a Go-cart at a lower price for equal quality than any other concern in existence.

30 Days' Free Trial You decide for yourself whether you want to keep the go-cart. We send it to you with that understanding. You get it **on approval** and after you have had it **30 days** and are happy over your bargain, then you can begin to pay the balance of the low cost price in small monthly payments. The first cash payment is sent with your order. This is according to the famous **Easy-Way-to-Pay Plan. Save time, save money; send us your order today.**

The Grand Special

New Patent "One Fold" Go-Cart

75 CENTS CASH

No. 31G-400. Credit terms, 75c cash; balance, 50c a month. In presenting this new model Reclining Back, Collapsible Go-Cart we wish to call your particular attention to some of its most salient improvements. Never before have we been able to place at the disposal of our customers such a genuinely good article at such a low price. Remember, please, this is no ordinary cart. It possesses every good feature of the higher priced articles listed by other houses in addition to several important exclusive improvements. Note, for example, the patent **new construction riding gear.** The axles, springs and complete gearing are of the finest grade of steel and most scientifically constructed so as to give perfect poise to the cart regardless of the weight of the child occupying it. The perfection of the gear used in this vehicle was so gratifying to our expert buyers that they immediately sought out the Manufacturer supplying these goods and contracted for the entire output of the factory for the coming year.

BEST IN THE WORLD AT THE PRICE

The Popular Semi-Collapsible Style

This car is what is known as the Semi-Collapsible type so popular with discriminating mothers since it folds up entirely, except the wheels. Many do not want the wheels to fold, as they contend this car with collapsible Frame and Stationary Gear is more **convenient** for all practical purposes and also stronger. It has best **Leatherette Upholstering** furnished in any color; the most desirable shades are: Green, Maroon, or Tan, Richly Enameled Gear and Fancy Cross Handle.

Here are the Dimensions: The height of this Car to top of handle, is 35 inches; Body, 17 inches wide and 25 inches long. Seat, 13 inches wide and 10 inches deep. Back, 15 inches high, width between Arms, 13 inches. Steel wheels, 10 inches high with ½ inch Rubber Tires. Size of Cart when folded: 17 inches wide, 25 inches long, 15 inches deep. Weight of Cart, 20 pounds. No. 31G-400. Our special low price.....

$5.45

Terms 75c Cash; 50c a month.

New Folding Go-Cart

Strong, Light, Latest Improved

75 CENTS CASH

No. 31G-401 Credit terms 75c cash; balance 50c a month. This most modern and exceptionally High Grade Car is now offered here at positively a 25 per cent lower price than the same grade can be purchased from any other concern in the United States.

You see we have great city stores, in addition to our mammoth mail order institution, to supply, and by selling the same goods in all of them, our consumption of each different class of goods requires the entire efforts of a large factory and in some departments several factories. Our prices on highest grade Go-Carts are the lowest and our consequent leadership in this department is therefore unapproached and undisputed.

Special features of this Co-Cart are: Completely Collapsible Body (the Gears do not fold). Extra Resilient Finest Baby Carriage Springs, Solid Steel **Push Handles** with one-piece Ebonized Cross Handle. Hood Stretcher Oxidized Copper Finish. Stands alone when Folded. All Steel with Angle **Steel Frame. Light Weight. Very Rigid. Extra Wide and Long with long Wheel Base. The Hood Covers the Back** when the latter is **reclined. Deep and Roomy Foot Well. Extra Long Comfortable Back.** Hood is attached to Side Arm. Side Arm is Flat on top

"THE PRIDE OF THE YEAR"

Specifications of this Superior Car

Ten inch Wheels; ⅜ inch Rubber Tires; Nutless Axles. Upholstery complete including Hood or Buggy Top, Made of Finest Leatherette.

Dark Blue is regular color for Upholstery, Hood and Frame. This color is the most elegant and is generally ordered. Dark Brewster Green, Maroon or Tan can be furnished if desired. **Dimensions:** Width of Body, 12½ in., Wheel Base, 15 in.; Length of Body, 28 in. **Weight** with Hood 20 lbs. Crated with Hood, Shipping Weight, 30 lbs. Order this bargain go-cart by No. 31G-401. It's easy to pay the People's way. Our reduced Price ...

$5.95

Terms 75c cash; balance 50c a month.

$1.00 CASH
balance only 50c a month.

Sent on 30 days approval

Fine Collapsible Go-Cart

$6.75

No. 31G-403. Complete with hood as shown in picture. This latest improved favorite Go-Cart can be opened or closed with one operation. It has the new construction, and will not tip backward—a common fault with collapsible carts sold by many firms. This Go-Cart folds up flat, wheels and all, so as to occupy the least possible space and to make it no bother at all to take along with one on the street car or in a carriage. It will stand alone when folded or can be easily slid under seat. It is absolutely automatic and collapsible, and folds with one operation.

DETAILED CONSTRUCTION: Very Resilient Springs. Solid Steel Push Handles with Sectional Ebonized Cross Handles. Arms, Metal Back Frame, Dash Fixtures and Hood Stretchers finished in Oxidized Copper. **All Steel** with Angle Steel Frame. **Light Weight. Very Rigid. Extra Wide and Long with Long Wheel Base. Very Comfortable.** The **Hood** passes between the Push Handles and **covers the back when reclined. Deep and roomy foot well. Foot rest with simple and quick adjustment.** Extra long and rigid upholstered back. Back has three adjustments, from upright to flat position when down. Hood is attached to Side Arms. No extra fixtures required to hold hood. Flat surface to top of arms. **Will Not Tip Backward.** Superior finish. Baked bicycle namel. **Seat Upholstered.**

OTHER IMPORTANT SPECIFICATIONS: Wheels, 10-in., ⅜-in. Rubber Tires. **Axles,** nutless. "Improved" device patented. **Upholstery,** finest quality Leatherette, the best wearing and richest appearing covering used for fine go-carts. **Hood,** best imitation Leather. Dark blue is regular color of upholstery, hood and frame. Dark Brewster green, maroon or tan can be furnished to order. Width of body, 15 ins. Length of body, 25 ins. Wheel base, 16 ins. Net weight, with hood, 20 lbs. Shipping weight, crated with hood, 30 lbs.

Our Special Price (Terms: **$1 00 Cash; 50 cents a month**).....**$6 75**

New "Teddy" Folding Car

Complete with Hood as Shown Here.

$7.75

No. 31G-402, embodying all the old and several new improvements that make this cart so far ahead of all others at the price that there is no room for comparison.

We contracted for the factory's entire output for the season—that's why we can afford to put them on the market at such a wonderfully reduced price.

Description: Lightness and great strength are well combined in this cart. It is of the most approved **new one-motion, self-opening type.**

Take hold of the pusher bar, pick up the car and its own weight opens it. No thumb-screws to loosen on this new improved model collapsible car. The gear is finished black enamel. The **Hood** is large and is covered with highest grade Leatherette.

This car is roomy, easy riding and elegant; it is self-opening and closes to a very compact and convenient size for carrying about—in all, it is as nearly the ideal in go-cart construction as improved machinery and skilled experts can ever produce. You can make no mistake in selecting this car and we guarantee in advance that you will appreciate what a wonderful bargain it is at our low price.

To give an idea of its strength, this car will hold a weight of 200 pounds without damage, and its own weight, less hood, is only 20½ pounds. The wheels measure 10 inches in diameter and are fitted with ⅜-inch rubber tires. The upholstering comes in green, maroon or tan, finest quality leatherette, the most serviceable of all coverings for go-carts. Be sure to state which color you prefer.

Dimensions: Height to top of handle, **33½** inches. Body **17½** inches wide by **26** inches long. Seat, **13½** inches wide by **10** inches deep. Back, **14** inches high; width between arms, **15** inches. Size when folded, **27** by **18** by **9** inches.

Shipping weight, **26** pounds. (**$1.25 Cash; 75c a Month**). Our Price $7.75

It's Easy to Pay the People's Way

Credit Terms on this Car

$1.25 Cash

You may pay the balance at the rate of only 75c a month.

Unequalled for Comfort, Strength and Beauty. "The Pride of the Promenade"

"Teddy" Folding Palace Car

$9.75

No. 31G-404. Completely Collapsible, wheels and all, folding into a surprisingly compact and convenient package. Furnished exactly as shown in the picture **Complete with Hood.** Nothing else in the market can approach this magnificent "Pullman" style Palace Go-Cart. Every detail of the construction shows that it is made throughout of the very finest materials obtainable and that the workmanship is irreproachable, and unsurpassed even in carts that are sold in stores for double our low price. We save you money on these go-carts because we buy them in such immense quantities direct from the famous manufacturer at the lowest factory production cost.

Easy-Way-to-Pay Terms
$1.50 CASH balance **75c a month**

The Upholstery on this throughout is the famous "A. 1." Brand Leatherette, by far the richest and most durable kind and quality on the market and the kind never before found on a cart at this Low Price. Furnished in green, red and tan. Be sure to give color you want when you order.

The Gearing is made to give the maximum of strength and the minimum of weight and is especially desirable because of its easy springs and its advanced comfort giving qualities. The gear is richly enameled black. Wheels and trimmings tinned and lacquered like silver.

Dimensions: Wheels 10 inches in diameter with one-half inch rubber tires. Height to top of handle 34½ inches Body 13½ inches wide by 25 inches long. Seat 12 inches wide by 9½ inches deep. Size when folded 24½ by 17 by 9 inches. Shipping weight 27 lbs.

Price now.....**$9.75**

Terms: $1.50 Cash; Balance 75 cents Monthly.

Popular Folding Go-Cart

$1.65

We are Headquarters for Go-Carts.

No. 31E-100. Folding Go-Cart constructed in a thorough manner of well seasoned hardwood finished with shellac in a natural color; fitted with an oil tempered steel gear, handsomely finished in royal blue enamel. It is fitted with four 8-inch wheels having ⅜-inch rubber tires. Note the well turned arm rests, the roomy comfortable seat, and the high perforated back. Another fine feature is the iron handles, which make this cart one impossible to duplicate elsewhere for the same money. There are Go-Carts offered for sale for no less than $1.65 that do not begin to compare with this article shown here, and we desire to impress upon you the fact that our Go-Carts are all made of perfect materials and that our $5,000.00 Gold Guarantee stands back of every one of them, no matter how low the price. If you want an extremely low-priced cart, order one of these sent along with your other goods. Weight, 10 pounds. Order this Go-Cart by **31E-100. Our price**..... **$1.65**

Folding Go-Cart

No. 31G-407

COMPLETE WITH HOOD

$7.35

Easy Credit Terms

$1.00 Cash

Balance Only 50c Per Month

This Car is becoming immensely popular because of its rich appearance and splendid quality. **The Hood** is the very latest and most improved "Buggy Top" style and can be raised or lowered as desired, and even tipped forward, so as to shield the sun from Baby's eyes. Top is covered with the best grade of Leatherette.

The Body is artistically constructed with enameled and striped wood sides, back and dash. Any standard color finish can be supplied, but we recommend black, as it is the most elegant. **The Gearing** is constructed with a view to comfort and is well equipped with front and back reaches, round nut axles, channel seat rests and iron handles. The wheels measure 10 inches in diameter and are fitted with ⅜-inch solid rubber tires. **The Upholstering** covers the entire seat, back, arms and top exactly as shown in illustration. **Size:** Height to top of handle 33 inches. Seat 12 inches wide by 11 inches deep. Reclining Back 15½ inches high. Size when folded 44 inches by 17 inches by 15 inches. Shipping weight 20 pounds.
No. 31G-407. ($1.00 Cash; 50c a Month.) Price, Complete with Hood....$7.35

$2.48

Folding and Reclining Go-Cart

31E-101. The lowest priced Reclining and Folding Go-Cart on the market. It is constructed throughout in a reliable manner and will give satisfaction for years. It is fitted with our special gear containing two back reaches, two front reaches, two round nut axles and two channel seat rests mounted on four 10-inch wheels, fitted with ⅜-inch rubber tires. The pushers are constructed of gracefully bent and well turned hardwood, firmly bolted to the steel gear and arm rests. Frame is made of selected maple, and it has a perforated three-ply veneer back. It is finished throughout in a very pretty manner — the framework is a natural light color and the gear a green enamel. Satisfaction guaranteed or money refunded. We are known throughout the country as headquarters for Go-Carts. Michigan is the great furniture producing state and we are located in Detroit, "The Heart of the Furniture World." We probably sell more Go-Carts than any other two concerns and that's why we can buy in large quantities and sell the best at the lowest prices. Weight 12 pounds. **31E-101 Our Price**..... **$2.48**

Folding Reed Go-Cart

No. 31G-408

$9.00

A Beauty at a Low Price

$1.50 Cash
Balance 75c a Month

Most elaborately constructed and equipped with cane seat, reed sides, back and dash, and finished in Natural or Golden; state your preference.

The Gearing used on this Cart is the new folding style with two front reaches and two big comfortable springs in rear. Braces on each side from center of gear to rear axle, which protect the springs and assure perfect alignment of the gear. One half inch iron handles; square nutless axles; four 12-inch nutless wheels; ⅜ inch rubber tires. Finish, black enamel.

This Cart is furnished plain, that is, without upholstering and parasol, at $9.00; or, it may be had complete with everything as shown in the picture, including beautiful imported **Block Velour Upholstered Seat and Back,** and handsome **White Percaline Parasol,** lined with green and covered with rich net lace with two rows of beading insertion and deep ruffle and puff, at the special low price of only **$11.75.** These Carts are the improved folding and reclining style and will be found extremely comfortable and easy riding.
Our Price, without Upholstering and Parasol, No. 31G-408..... **$9.00**
Our Price, Complete with Upholstered Seat and Back and with Parasol, as shown, No.31G-409..... **$11.75**
Terms: $1.50 Cash; Balance, 75 cents a Month.

Folding Reed Go-Cart

This is No. 31G-405

$4.75

WE SELL EVERYTHING ON 30 DAYS APPROVAL

We guarantee you will be delighted with this Folding and Reclining Go-Cart.

Its low price is no indication of its real value. It has back, sides and dash made of the very finest quality flat and round reed. It has our special gear consisting of two front reaches and two highly tempered back reaches, finished in rich black enamel. Also fitted with round nut axles and channel seat rests; wood seat; iron handles, etc. This fine Go-Cart at $4.75 is without parasol, rod and top clamp. The price complete, including everything just as shown in picture, with parasol, rod and top clamp, is **$5.75**

This Go-Cart has four 10-inch wheels, fitted with ⅜-inch rubber tires.

The Parasol is fitted with multi-mavable attachments, steel ribs, rod and ball. The covering of parasol is an exceptionally fine grade of sateen that will hold it's color and give splendid service. Shipping weight complete 35 pounds.
No. 31-G405 Go-Cart without parasol. **Our Price**..... **$4.75**
No. 31-G406 Go-Cart with sateen parasol as illustrated. **Our price complete** **$5.75**
(Terms: 75c cash, 50c monthly.)

Magnificent Go-Cart

Full Reed. Folding and Reclining

Complete with Hood A regular $20.00 Value, now only.. **$16.50**

Upholstered Throughout In Finest Bedford Cord.

Credit Terms

ONLY **$2.25** Cash Balance $1.00 a Month.

No. 31G-410. The Hood is completely adjustable, as the picture shows, and is expertly woven and strongly bound at the rims, an exceedingly durable and unusually beautiful top.

The Body is also made of the very finest imported East India Reed into a design which is conceded to be the finest ever produced. The finish is either Natural or Golden as preferred.

The Gear has springs both front and back (four springs in all) making this car one of the most perfectly balanced and extremely easy riding of all go-carts. It is fitted with two steel braces on each spring, bracing from center of gear to front and rear axles, protecting the springs and assuring perfect alignment of gear. Has square nutless axles and **four 12-inch wheels** fitted with ½-inch rubber tires. Has ½-inch handles; brass hub caps; patent wheel fasteners and patent foot brake. Nickel trimmed cross handles. Finished in black enamel. **$2.25 Cash** brings it to your station. The balance in payments of **$1.00 a Month** **No. 31G-410. Our Price only.....$16.50**

This Baby Carriage Complete with Parasol and Upholstering as Shown

TERMS
$1.00 Cash
Balance 50c a Month

$6.95

No. 31G-413. At the extraordinary low price of $6.95 this is a rare bargain indeed. It has a well seasoned hardwood frame formed of well turned spindles topped with a handsome reed wound top rail, greatly enhancing the beauty of the carriage. It is upholstered with the best quality Cretonne, and has a fine quality percaline parasol with a neat ruffled edge. It has four 14-inch automobile wheels with ⅜-inch rubber tires. It has an excellent steel gear richly finished in black enamel with strong steel cross braces which assure a perfect alignment of the wheels and make a carriage of the greatest durability, fitted with brake. The improved springs used in the making of this fine baby carriage are so constructed as to make the carriage extremely comfortable. The finish is in the Natural or in Golden; please specify which you want when you order. Upholstering can be furnished in red or green. We would advise our patrons to order it in green, as it is the most durable and the most satisfactory color. Shipping weight 60 pounds.
Terms $1.00 Cash, 50c monthly. 31G-413: Baby Carriage, as illustrated, at **$6.95**

Our Baby Carriage Special—The Finest Article ever sold at so low a price

Credit Terms
$2.00 CASH
Balance
$1.00 Month

$12.50

No. 31G-416. You will save exactly $4.50 if you order this splendid Baby Carriage from us, as it is a full $17 value. Nothing like it has ever been offered at anything near our price. It has extra large body made of East India Reed, with the best wood bottom. The finish is either Natural or Golden; please specify which you want when you order. It is fitted with extra fine steel gear and mounted on our 14-inch automobile wheels fitted with ⅜-inch rubber tires Gearing finished in finest black enamel. Nickel trimmed cross handles. The interior of the body is upholstered with beautiful Gordon Rep in red, green, brown or drab. In ordering be sure to indicate choice. We offer this easy-riding carriage complete as shown above, with a beautiful sateen parasol which has two scalloped ruffles. No matter how hard you are to suit, you will be delighted with this fine carriage. It is the easiest riding carriage made and extremely large and comfortable. **Our Price only.....$12.50.**
Shipping, weight 75 pounds. **Terms: $2.00 Cash; $1.00 Monthly.**

New Popular Design Baby Carriage
Fitted with the Famous Easy Riding Gear

No. 31G-414. Its wonderful popularity is undoubtedly due to its high grade construction and workmanship, in which it is not equalled by any other on the market offered elsewhere at our figure. It has a handsome reed body with strong wood bottom and is finished Natural or in Golden; please state your preference. Nicely turned balls adorning the top of each post. It is upholstered in the finest grade of Gordon Rep, and has a neat sateen parasol, with a ruffled edge. It is mounted on our 14-inch automobile wheels, with ⅜-inch rubber tires. Has four highly tempered steel springs, and two steel braces connecting with gearing. These springs are so constructed as to make the cart very easy-riding, and so well braced as to make it unusually strong. Is fitted with a patent brake. Upholstering can be furnished in green, red, brown or drab; green being preferable. Shipping weight, 65 pounds.
31G-414. Baby Carriage, as illustrated, complete at.....**$9.95**
Terms: **$1.50 Cash; 75** cents Monthly.

$9.95

IT'S EASY TO PAY THE PEOPLE'S WAY

HAVE IT SENT ON 30 DAYS APPROVAL

Pay $2.50 cash for this Baby Carriage
Balance $1.00 per Month

No. 31G-417. Your local dealer will ask you not less than $22.00 for this splendid baby carriage. Our extraordinary low price speaks for itself. It is made possible only by our enormous purchasing power, which enables us to dictate prices and practically control the factory in which these carriages are made. Hence our record breaking low price of $17.50. This splendid baby carriage is fitted with 14-inch nutless wheels with ⅝-inch rubber tires, fancy hub caps, oil tempered braced scroll springs of the very latest type and patent foot brake. Sides, back and front are made of the finest quality imported East India Reed, closely woven, upon a well seasoned hardwood frame finished Natural or in Golden, as you order it. Has fine quality red, green, brown or drab corduroy upholstering and a beautiful white percaline parasol lined with green and with net lace cover, three deep ruffles and puff. Shipping weight, 70 pounds. Price complete, **$17.50.**

$17.50

Terms: $2.50 Cash; $1.00 a Month.

30 Days Free Trial

This is a genuine Art style Design.

Full English Basket Baby Carriage
Complete as Shown Here—A Bargain

CREDIT TERMS
$1.50 CASH
Balance 75c a Month

$11.25

No. 31G-415. This full English Basket Baby Carriage is the very finest value ever offered by dealers at less than $18.00. The body is made of fine imported East India Reed into a most excellent new Art-Style design. The finish is Natural or Golden, please specify choice. It is fitted with an extra fine all steel gear finished in black enamel. Fitted with four 14-inch automobile wheels, with ⅜-inch rubber tires. Has ½-inch iron handles and nickel trimmed cross handle. The gearing is the very latest improved easy-riding construction and the springs are the best made. It is upholstered in the best quality of genuine Gordon Rep, in green, red, brown, or drab. Please state your preference. Parasol is White Percaline, lined with green. Fine net lace cover with two deep ruffles and puff. Shipping weight 65, pounds. **No. 31G-415.** Baby Carriage, as illustrated, complete.....**$11.25**
Terms: **$1.50 Cash; 75 cents a Month.**

Finest English Perambulator or Baby Carriage

Credit Terms
$2.50 CASH
Balance
$1.00 a month

31G-418

$17.95

No mother in the universe could want a more beautiful, a more elegant, or a more comfortable carriage for her dear child than is this magnificent article shown here. Yet we do not ask a high price for it. We are selling them by the thousand on our Easy-Way-To-Pay Plan and every owner has proved to be one of our most enthusiastic customers.

Construction: Full size wood enameled body as shown in illustration. Fancy steel gear with front and rear springs. Adjustable Finest Leatherette Hood. Enameled Wood Cross Handles.

Upholstery is of the best quality leatherette with full upholstered sides. Has center Foot Well.

Colors: Green, Maroon, or Blue. Be sure to state which you want when you order.

Gear: Enameled steel, to match body of carriage. Wheels 14-inch front and 20-inch rear, with ⅝-inch rubber tires. Complete leather strap gear, the best made. **Dimensions:** Length of body 36 inches, width 15 inches. Shipping weight, crated, 75 pounds. **No. 31G-418. Our Price ($2.50 Cash; $1.00 a Month)...$17.95**

Department Of

48¢ Lace Curtains $6.85

EASY TERMS

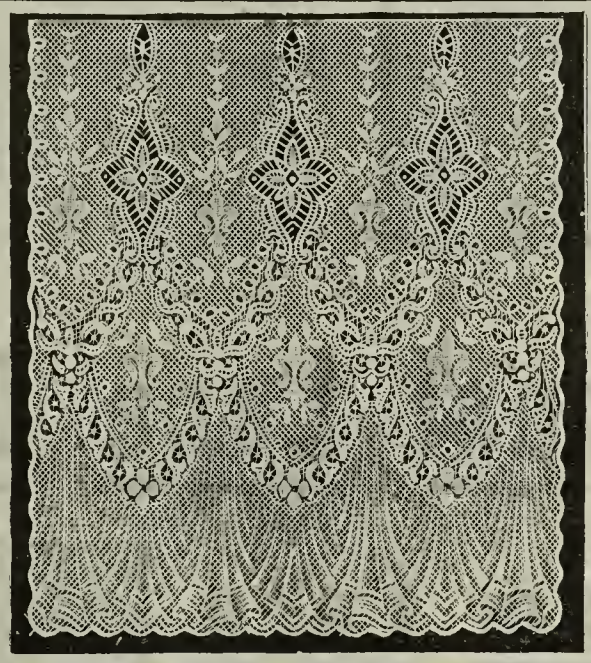
BEAUTIFUL NEW EFFECTS, MOST RELIABLE WEAVES, MILL PRICES

WHY WE SELL MORE The reason we are considered headquarters for lace curtains and the reason we sell more than any other home-furnishing concern in existence, is because we pay so much attention to quality. You know well enough, if you have ever bought any lace curtains, that coarse, poorly woven lace is unsatisfactory and will not launder properly; that it soon wears full of holes and spoils the appearance of the whole room. You know all these things very well; and that's why you will appreciate curtains like ours, that will wear well and look well, and stand washing time and time again, and as often as you want to clean them. You will appreciate the unusual quality of our curtains; and you will notice, first of all, that the threads are finer and twisted closer so as to give greater strength; and that the fine mesh is perfectly woven so the lace will not stretch out of shape like it does in the common grades of curtains.

LOW PRICES EXPLAINED We have been selling lace curtains for the last quarter of a century. Year by year, the volume of our business has increased and our ability to save money for our customers become more pronounced. We no longer deal with wholesalers or jobbers, but buy direct from the mills in such enormous quantities as to procure the goods at lower prices than wholesalers generally pay. There are no middlemen's profits to pay when you buy lace curtains from us. We sell to you at the same price we sell to dealers and give you the benefit of our easy way to pay plan. Every pair of curtains shown on this and the following pages is absolutely guaranteed by us as well as by the makers. Our prices are by far the lowest ever associated with goods of such high quality and you will be thoroughly pleased with any bargain you select from these pages. We guarantee prompt shipment, safe delivery and perfect satisfaction.

Our Bargain Leader, 55c

28L-163. This is the greatest lace curtain value ever offered. The elaborate pattern is exceptionally beautiful and the neat border adds to its attractiveness. These curtains are made in a first-class manner, the edges are secured to guard against ravelling and there is nothing in the appearance of the curtains to indicate the low price. Size 30 inches wide by 2½ yards long. Can be furnished in white only. Our price, per pair..... **55c**



New Style Bonne Femme, 65c

28L-164. You can drape your windows very daintily with these new style Bonne Femme Lace Curtains. They are made in the best manner of first-class material. Have a neat panel design and heavy lace flounce on bottom. These curtains are desirable wherever a rich effect is wanted. We carry these curtains in white only. Size 54 inches wide by 3 yards long. Include several pairs of these curtains in your next order. Our price, per pair **65c**

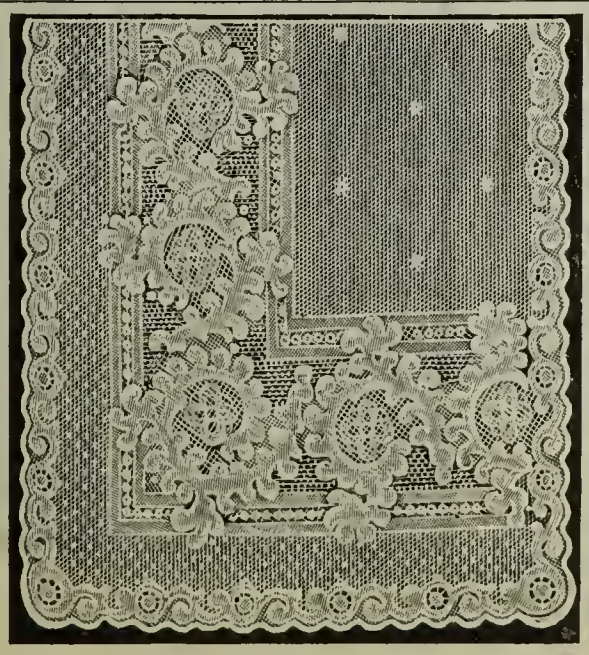
Imitation Irish Point, $1.35

28L-165. This is the neatest and most attractive pair of curtains ever offered at so low a price. They can't easily be told from Irish Point lace curtains, of which these are a copy. Made of extra fine quality net; edges firmly secured with the new overlocked stitch. These curtains always appeal to shrewd buyers on account of the truly artistic character of the design. Color white; size 41 in. wide by 3 yds. long. Our price, per pair **$1.35**

Exceptional Value

95c per pair

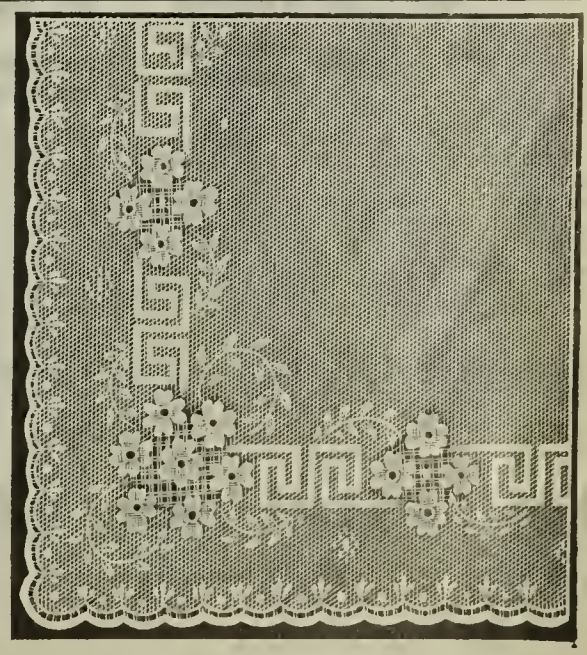
28E-102. A very handsome treatment of the large scroll idea is presented in this pair of beautifully made Nottingham weave lace curtains. The borders of these curtains are of a beautiful medallion pattern and combined with the large scroll design and the small detached figures of the center make a most stylish effect. Edges are secured with the new overlocked stitch. Color, white only. They are well suited for dining room, bed room, or sitting room windows. We recommend them for beauty and taste. Width, 38 in., length 3 yards. Our price, per pair..... **95c**



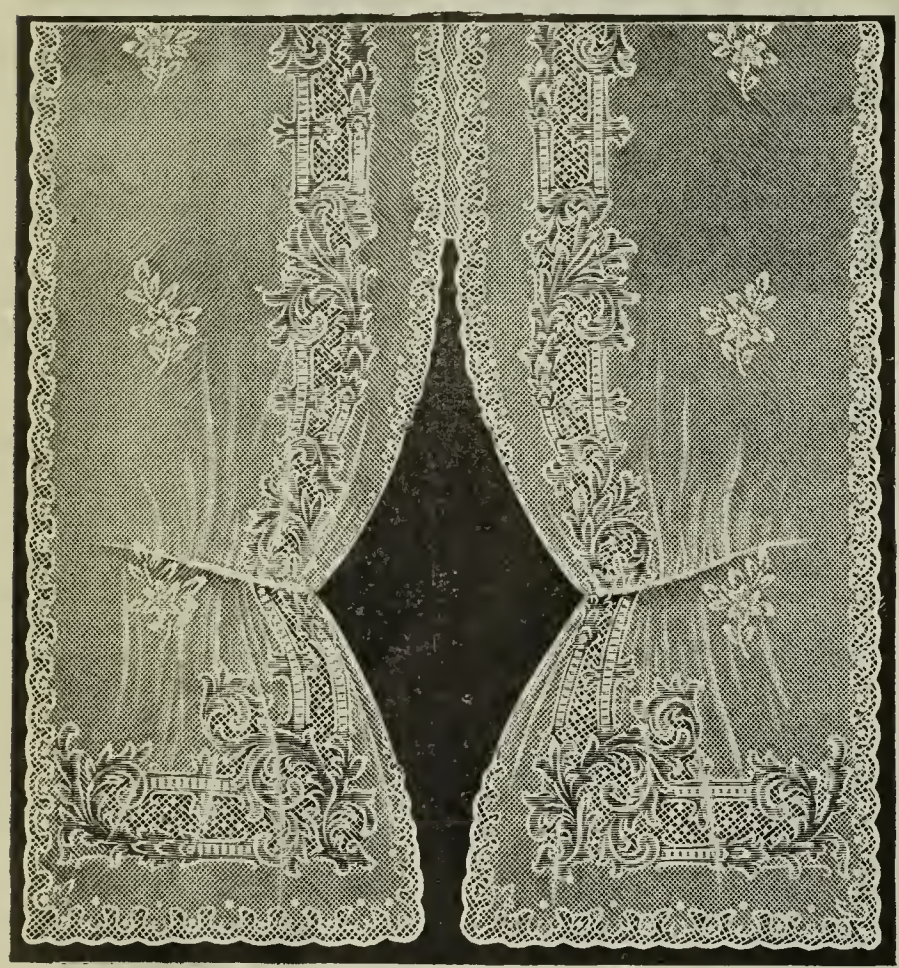
An Exquisite Design

$1.50 per pair

28L-167. This is the very latest novelty design offered in lace curtains, and we are proud to recommend them to your attention. It has never been our good fortune to handle anything in the way of lace curtains so distinctly above the ordinary. The design is a combination of Grecian key and floral wreaths. These curtains are furnished in white only, and we guarantee you will be pleased. You must see these curtains to appreciate their real beauty and realize their value. Size 46 inches wide by 3 yards long. Our price, per pair **$1.50**



Novelty Lambrequin Nottingham



Double Lace Curtain

SPECIAL PRICE $1.15 EACH

No. 28L-168. This exquisitely beautiful curtain is the very latest style and the newest design on the market. Thousands of families have already grasped the opportunity to have one of these curtains and the orders are pouring in so rapidly that we are convinced no curtain ever offered will have such a wonderful sale as this one.

You Save Money When you order this curtain, you are saving a lot of money because, although it looks exactly like two curtains, answers every purpose of two curtains, it is made in one piece, divided in the center. This enables us to offer a pattern so strikingly handsome and artistically conceived at a price that is just about half of what you have to pay for two curtains of this quality. It is what is known as the Lambrequin effect, and has a beautiful flounce and high grade insertion. You will be immensely pleased with this magnificent new design, and your home will put on a stylish appearance with this curtain hung in it. It is suited for any room or parlor; has a finished edge of the overlocked corded stitch; launders perfectly and by reason of its easy handling qualities is bound to please you perfectly.

Direct from the Mill We are the largest distributors in the world of lace curtains direct to the user and consequently we are able to give a higher quality for the same money or the same quality for less money, than any other mail order house or store in the country. We buy our curtains direct from the great mills in vast quantities, permitting greater economy in production and distribution, saving the manufacturer the cost of handling hundreds of small orders, salesmen salaries, office expenses, etc., and enabling us to offer them to you at the lowest possible figure. Color white, size 3¼ yards long by 60 inches wide. Remember, this is two curtains in one. Our special reduced price **$1.15**

Our Sensational Lace Curtain Offer

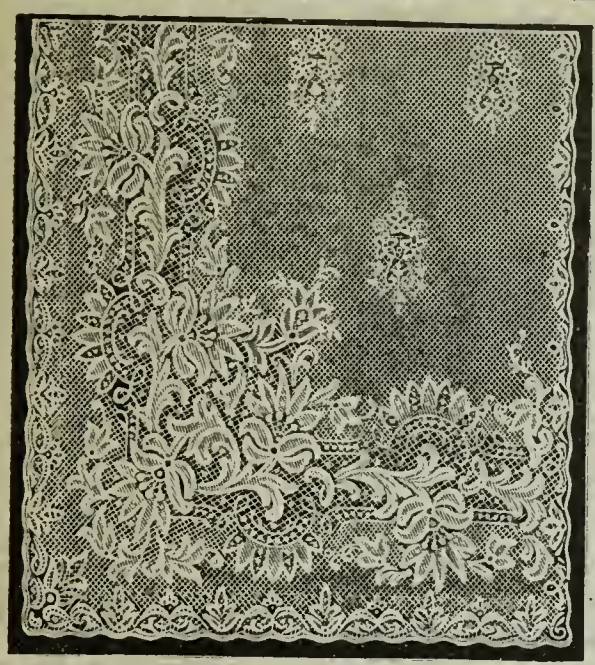
$4.00 Nottingham Lace Curtains Reduced to $2.25 PER PAIR

No. 28L-169. We have cut the price of these beautiful Lace Curtains almost in two because we are selling them so fast that we are able to take the mills' entire production, saving the manufacturer thousands of dollars of expense, and obtaining for ourselves an immense reduction in the regular price of these curtains. We have made our saving your saving and you must quickly take advantage of this remarkable offer. Do not hesitate a moment. Send for as many pairs of these beautiful lace curtains as you can find use for. You will never regret it, especially as it won't cost you a cent if after receiving them you decide to return them to us. We refund first payment and pay transportation charges both ways on goods returned to us as unsatisfactory.

The Materials used are of the best quality and the design is a remarkably beautiful copy of Florence Renaissance. Each has a double border, the outer one consisting of solid cloth strips, adorned with exquisite figure work, and this is set off with a border of wreaths alongside. The center is handsomely adorned with festoons of flowers, harmoniously arranged. The color is white and the size is 52 inches wide by 3 yards long.

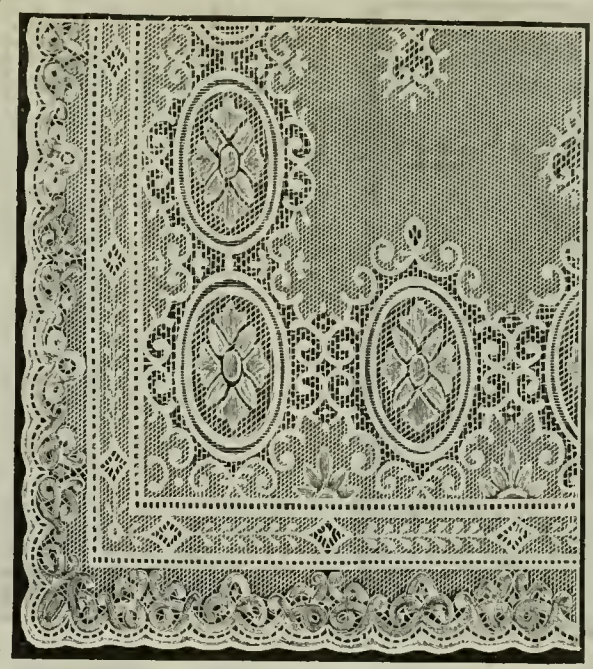
How to Buy Lace Curtains on Credit If you find that you require 3 pairs of these lace curtains, they will cost you only $6.75, which according to our table of Easy Payments on page 5 of this catalog, requires you to send only $1.00 with your order for the curtains. It is accepted by us with the understanding that you have the privilege of paying the balance of the price 50c a month, after you have received the curtains and find them satisfactory. Of course you can buy any number of pairs on the same easy credit plan, provided the total amount of the order is $5.00 or over. We do not accept orders under $5.00 on easy payments. Orders under $5.00 must be accompanied by cash in full. Our special reduced price, per pair.. . . . . **$2.25**

Style of Hand-Made Applique $1.65



No. 28L-170. Nottingham Lace Curtains. A wonderful bargain awaits you in these curtains as they are worth fully one half again as much as $1.65 a pair. Never before have we seen such highly ornamental curtains sold for less than $2.50 a pair. The design shows an exact copy of the style of hand-made applique. The material is soft and lacy, but of great strength. These curtains launder beautifully and will last years and years. It is adorned with a beautiful medallion center and the border is rich and heavy. The edges are finished with the latest overlocked stitch, a guarantee against raveling. These beautiful curtains will appeal to the shrewd purchaser as being one of the greatest bargain opportunities ever offered. Take note of the size: 54 inches wide by 3 yards long. Our price per pair **$1.65**

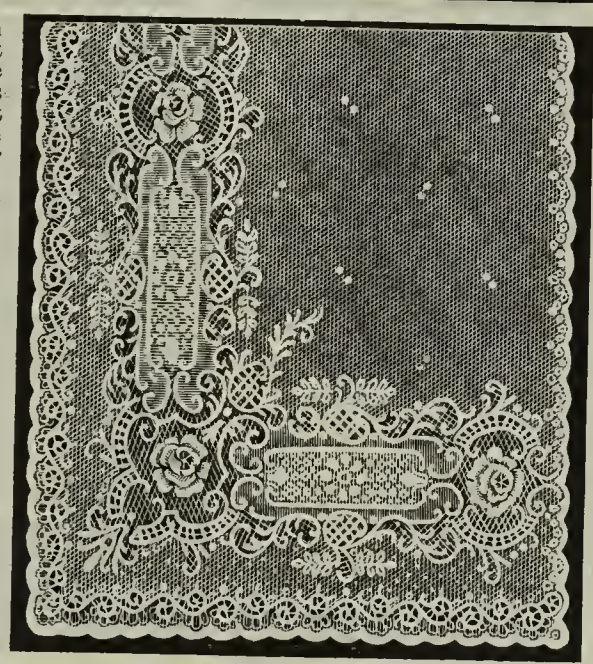
A New Style of Nottingham $1.75



No. 28L-171. An absolutely new and exclusive design in Nottingham Lace Curtains, at the extraordinarily low price of $1.75 a pair. This price is extraordinary because this design was intended for a very expensive grade of lace curtains, but we induced the manufacturer to use it in these moderate price curtains. We placed an immense order for our mail order trade. The demand exceeded our fondest hopes and this year we have reduced the price to the extraordinary figure of $1.75 a pair. They are made of choice material in a superior manner. Have overlocked stitch on edges, and adorned with a beautiful medallion border with a neatly figured center. Each pair of curtains is carefully inspected by us and we guarantee satisfaction. Color is white; size, 54 in. wide by 3 yds. long Our price per pair, **$1.75**

$1.85 Fancy Nottingham Weave

No. 28L-172. Herewith is shown a pair of the most beautiful and practical lace curtains for general purposes ever placed on the market at our special bargain price. We have placed an immense order with the largest lace curtain mill in the world for these curtains and we will be able to fill all orders promptly. For durability or wear these Nottingham curtains are superior to anything in the line offered at our figure, and in every detail of the elaborate pattern you will perceive true beauty of the highest order. Its beauty is in a great measure due to the dainty piece of white fancy net woven into the center of the design. This pair measures 54 inches in width, and 3 yards in length. The color is white. These curtains combine beauty and quality in a wonderful degree. Fully guaranteed. Our price per pair, **$1.85**



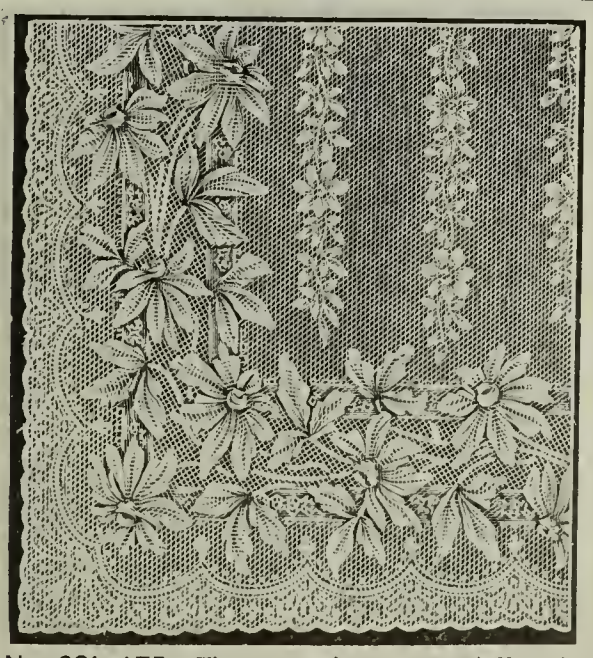
$1.95 Heavy Irish Point Design

No. 28L-173. This fine pair of curtains show a very artistic combination of an Irish point design and lace insertion, making one of the most popular numbers we have ever shown. It is especially suited for bedroom use, and these curtains are good enough for the most elegantly furnished rooms. The illustration scarcely does justice to all the beauties of the lace; and we want to prove to you what a fine value we are offering at $1.95. We invite you to let us send these curtains with your next order of goods, with the understanding that we guarantee them to be satisfactory. If you like the style, we feel absolutely certain you will be delighted with the exceptionally good quality of these curtains. For the price, they cannot be duplicated. Width 54 in., lgth., 3 yds. Color, white. Our price per pair **$1.95**

Battenberg Copy $2.10

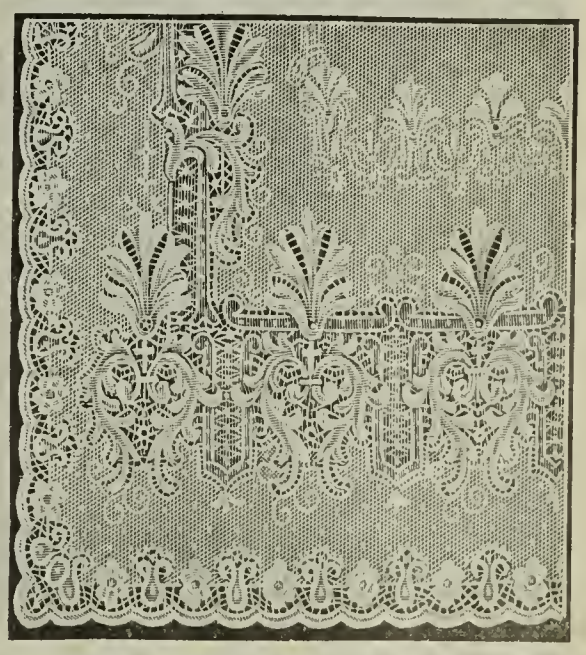
No. 28L-174. The appearance of your parlor, dining-room, or sitting-room, will be wonderfully improved if windows are draped with these beautiful Battenberg design lace curtains. The design is the conception of an artist and the Battenberg copy comes out in strong relief on account of the superior quality of material of which it is made. Each has a beautifully figured center and comes in white only. Another thing that enhances the value of these curtains is the weaving, which is of a very superior quality for curtains at this price. The size is 54 inches wide by 3½ yards long. Color, white only. Our price per pair.. ..... **$2.10**

New Floral Pattern $2.20



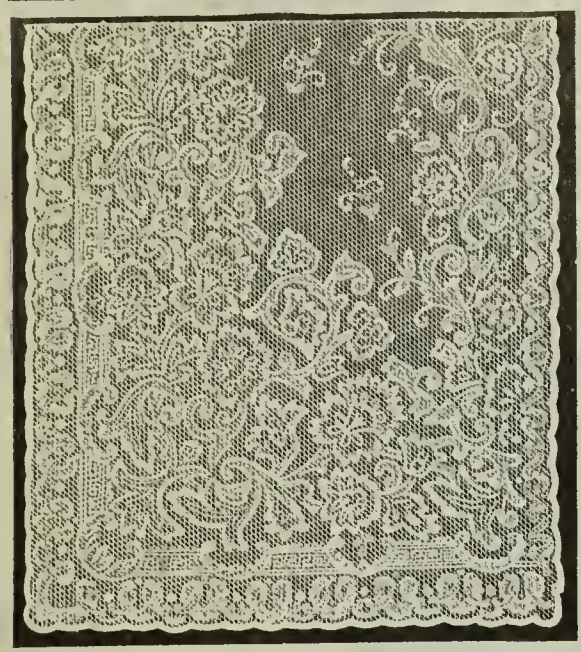
No. 28L-175. These curtains are especially suited for wide windows where the large flower and leaf design will show off to best advantage. They improve the appearance of any window. When properly hung, the effect of these curtains on the room is indescribably beautiful. Note that the body of center is very effectively adorned with strips of lace matching the border. The workmanship and material employed are faultless, and the edges are finished with the protecting overlocked stitch. These curtains come in white only, launder perfectly and measure fully 60 inches wide by 3½ yards long. Our price per pair..... **$2.20**

Point De Seine Pattern $2.35



No. 28L-176. This design is an exact reproduction of the genuine hand-made Point De Seine French lace in the Nouveau style. The effect of the odd conventionalized design is very striking. The handsome inner border which fills the center of the curtain is entirely in harmony with the character of the design. Considering the unusual quality of this pair of curtains, our price is extremely low. Furnished in white only, as it requires the white to show off the full effect of the design. Finished on edges with the protection overlock stitch. Measures 60 in. wide by 3½ yds. long. Our price per pair, **$2.35**

Popular Low Price Curtains, $2.45



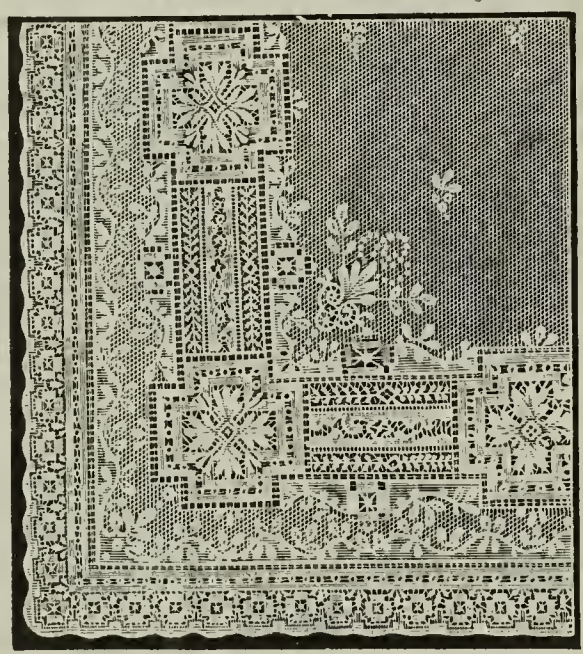
28L-177. This rich design is produced in a very superior grade of lace. Do not judge these curtains by our low price, because you will not do them justice, as they are really worth $3.25 a pair. This great saving in your favor should induce you to place an early order for as many pairs as you can find use for in your home. They have a finished edge of overlocked corded stitch. Have a profusely flowered border and a richly figured center of extra fine quality. They are suitable for any room and will add greatly to the appearance of the most elegant home. You can count on getting something unusually good for your money when you order these curtains. They are furnished in white only and measure 54 inches wide by 3½ yds. long. Our price per pair..... **$2.45**

Showy Irish Point Style, $2.65

28L-178. This is a handsome and durable Brussels design lace curtain. All the details of the splendid pattern are finely executed, and are worth much more than our special price of $2.65 would indicate. In fact, we have never before seen this design in any but the most expensive grades. It is of an extremely beautiful style of Irish Point with a fancy shadow background running all the way through. The material and workmanship employed are of the highest order. These curtains contain everything to make them desirable. The quality is irreproachable and the price one-half what it should be. The edges are protected with the special overlocked corded stitch, which is a guarantee against raveling. Color white; size 60 inches wide by 3½ yds. long. Our price per pair..... **$2.65**

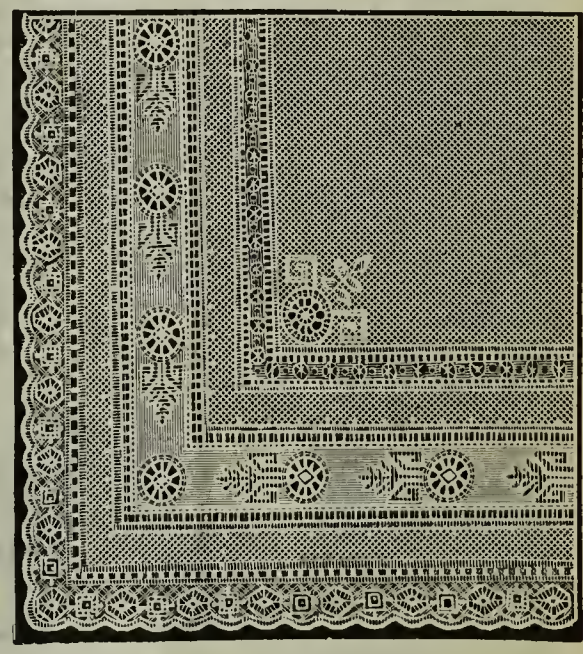
$2.55 Italian Filet Lace Insert

28L-179. Perfection in each tiny detail of this elaborate Italian Filet design distinguishes the handsome curtains here illustrated, which we are now offering at only $2.55 the pair. So intricate is the pattern, and so carefully is it executed, that the original Italian Filet lace from which we copied them is worth more than a skilled workman could earn in a week of steady work. Modern methods of weaving, however, have enabled us to reproduce the original in all its beauty, and to offer it to you at $2.55 a pair. It will please us greatly to send you a pair of these beautiful curtains on free trial. They are finished off in fine style with the protected overlocked corded stitch. The size is 54 inches wide and 3 yards long. Our price per pair..... **$2.55**

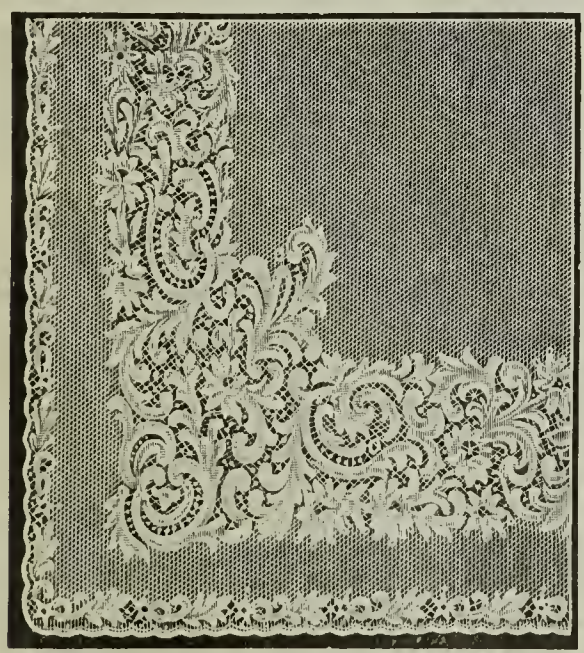


$2.75 Cable Net Lace Curtains

28L-180. These are diamond ground-wire cable net lace curtains with beautiful border in imitation embroidery and with exquisitely designed secondary open work border. This is the latest and most popular style in showy lace curtains. They are of a quality that will withstand hard usage and constant laundering. We can therefore recommend these curtains to you very strongly for wear and for adornment, and we will send them to you with the understanding that they may be returned to us and your money refunded if they don't prove satisfactory. Remember, this means that they must please you in every respect, and prove to be a great money-saving bargain. Color white; overlocked corded edge; size 47 inches wide by 3 yards long. Our price per pair..... **$2.75**

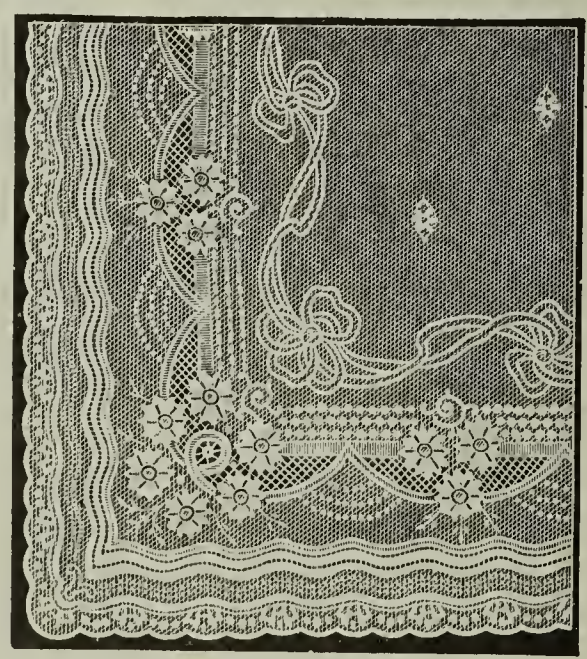


Style of Renaissance, $2.85



28L-181. Here is a tempting offer in lace curtains that possess real artistic merit of a high order, and at a price that you cannot appreciate until you see the curtains and examine them for yourself. This splendid design is worked out in style of Renaissance lace made of heavy braid. The real beauty of these curtains is but poorly represented by the illustration, as the chief charm lies in the fine contrast of heavy border and plain perfectly woven center. They launder beautifully and come in white only. These curtains are made with our best overlocked edge, and measure 54 inches wide by 3½ yards long. Our price per pair..... **$2.85**

Madras Weave, Only $2.95



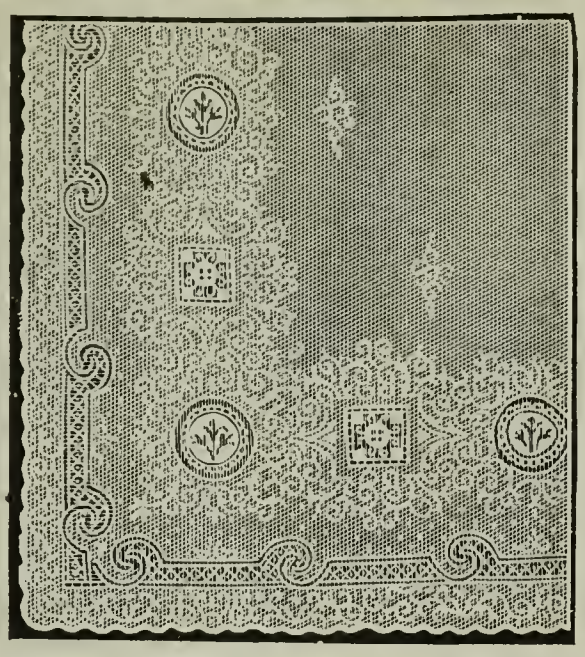
28L-182. Exceptionally well made pair of curtains with Madras weave and of an absolutely new and exclusive design. We guarantee these curtains for wear or durability, because they are made of double spool extra strong yarn and the edges are protected with the overlocked corded stitch. Each has a combination ribbon and floral pattern border and a handsome detached figure center. You can order these curtains from the above picture with the perfect assurance that when the curtains come they will be exactly as illustrated and entirely satisfactory in every respect. Color white; Size 54 inches wide by 3½ yds. long. Our price per pair, **$2.95**

Madras Filet Design, $3.05

28L-183. If you are an exacting purchaser of lace curtains we would very much like to send you this pair on trial and subject to your approval. We want to show you this sample of our $5.00 values. You may return them to us if they don't give absolute satisfaction, and we will refund your money and transportation charges. These curtains are of super-excellence, made in a Madras weave of double spool extra fine yarn, with overlocked corded edges. The border is of a Filet panel shaped design and the center is perfectly plain, serving to set off the full beauty of the rich border. Color white; size 54 inches wide by 3½ yards long. Our price per pair..... **$3.05**

Renaissance Filet Design, $3.20

28L-184. The heavy border of these exquisitely beautiful lace curtains is a combination of Renaissance and filet lace work of Madras weave and made of double spool extra fine selected yarn. We could obtain $4.50 a pair for these curtains and sell enough of them to more than satisfy most dealers, but we can produce them at a low cost, so we have reduced the price to only $3.20 a pair. This price is certainly within the reach of everyone, and you should not hesitate a single moment, but send for them to-day. They are made in white only and the edges are finished with the protecting overlocked corded stitch. They are especially suited for wide windows in sitting room or parlor where the full design will be exhibited in all its beauty and to the best advantage. Size, 54 inches wide by 3½ yards long. Our price per pair **$3.20**

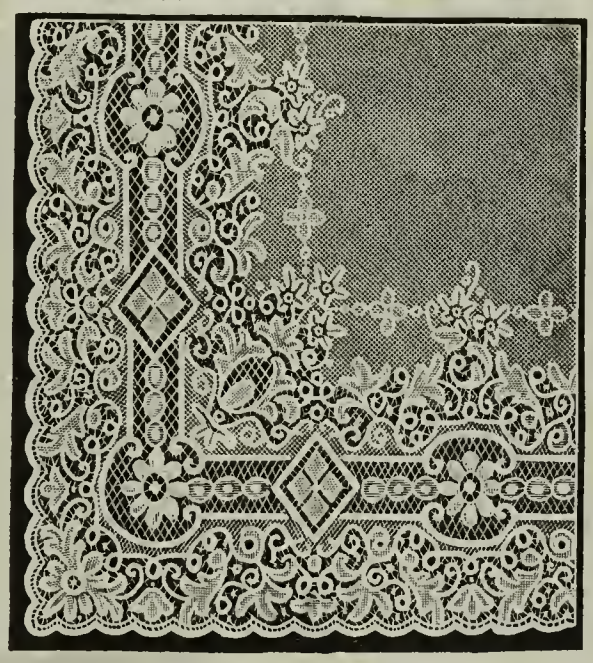


Graceful Festoon Pattern, $3.35

28L-185. Here is your opportunity to secure lace curtains of a superior quality at one-half the regular price. The graceful festoon pattern is of a style usually found only in very expensive curtains. Manufacturers do not like to use their best patterns on medium or low-priced curtains, but we offered to take the maker's entire output for the season if he gave us this high grade pattern in a good quality curtain, and so he accepted our offer. It was his intention to use this pattern in his $10 to $15 grades. No other dealer could have secured these curtains for even double the money we paid. Color white; size, 54 inches wide by 3½ yds. long. Our price per pair.... **$3.35**

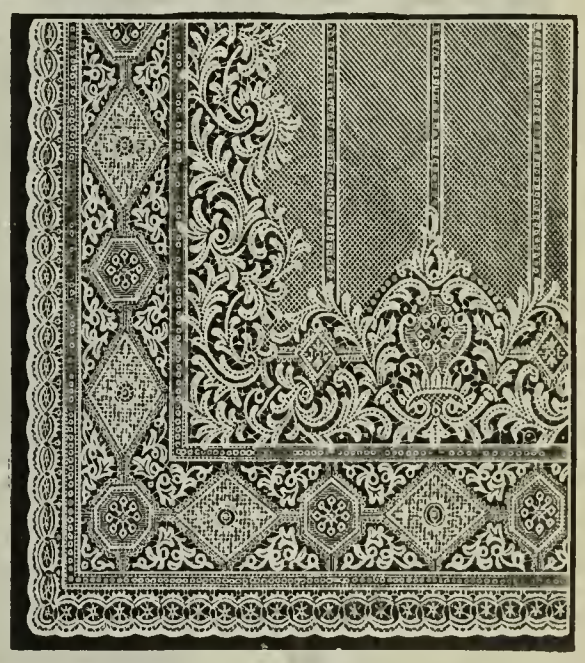
$3.50 Cable Net Battenberg Style

28L-186. Here is a very odd and most effective pattern that will appeal to particular buyers as something out of the ordinary in lace curtains. The design is exclusive with us, hence they cannot be obtained elsewhere. We use the entire output of the mill for our own trade. These are solid woven cabel net curtains, extra strong and durable, with a plain center. The beautiful pattern is a Battenberg style. You are sure to be pleased with these curtains, and we will send them to you with the understanding that they must please you, or you are to get back your money. However, we have no hesitation in saying that these curtains will surely please you and you will consider this one of the greatest bargains you ever secured. Color, white; size 50 inches wide by 3½ yards long. Our price, per pair..... **$3.50**

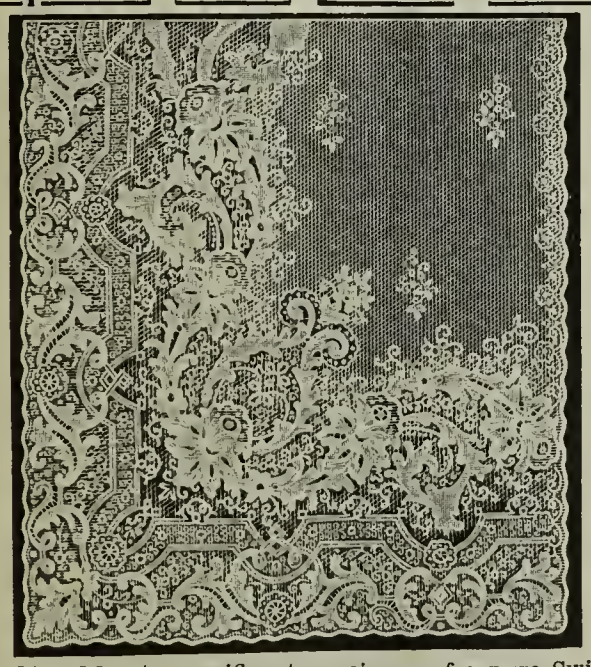


$3.75 Combination Filet and Cluny

28L-187. If you want high-grade lace curtains to match in elegance a well-furnished parlor, we earnestly recommend these to your attention. Nothing finer in the way of a lace curtain has ever been produced and sold at $3.75 a pair; in fact, these curtains are as good as can be bought for double the money elsewhere. They are extremely stylish and at the same time are of first-class quality. They are made of heavy cotton yarn finished perfectly white. They will launder beautifully, appear well and will last for years and years. It has a beautiful filet panel border and elegant narrow lace edging of Cluny along the scallops. The center is extremely handsome, exhibiting several narrow, neatly finished stripes. An extraordinary value. Size, 54 inches wide by 3½ yards long. Our price, per pair.... **$3.75**

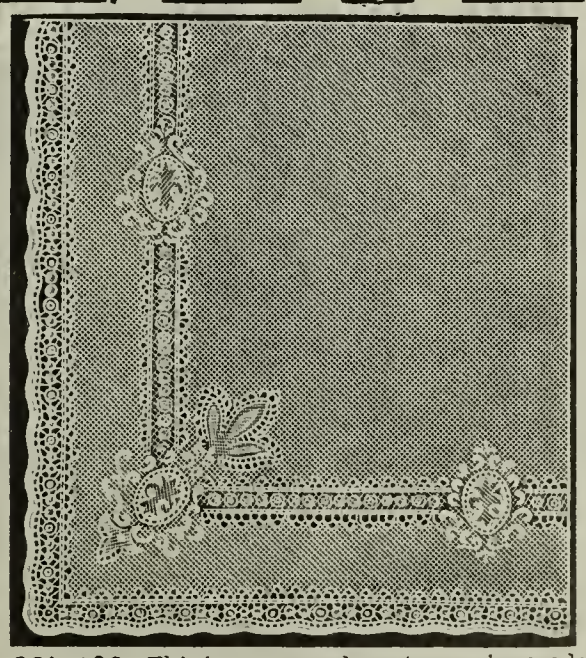


Imported Swiss Pattern- $3.95



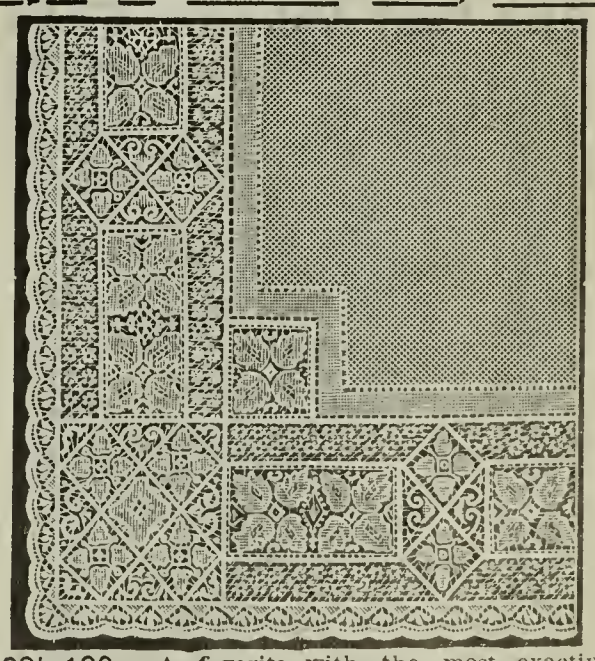
28L-188. A magnificent specimen of a pure Swiss pattern, showing all the beauty of Swiss lace in its most elaborate form. They are of an extra fine quality, made of the finest double spool imported yarn. We consider this one of the most beautiful patterns in our catalogue, and we have made a price that places it within the reach of our patrons, utterly regardless of its true value, which would require us to ask nearer $7 than $3.95. Be sure to take advantage of this wonderful bargain opportunity. You will save money and will be pleased with the curtains. Woven in the best manner throughout and edges are finished with the overlocked corded stitch. Furnished in white only. Size, 54 inches wide by 3½ yards long. Our price, per pair..... **$3.95**

Cluny Cable Net, $4.25



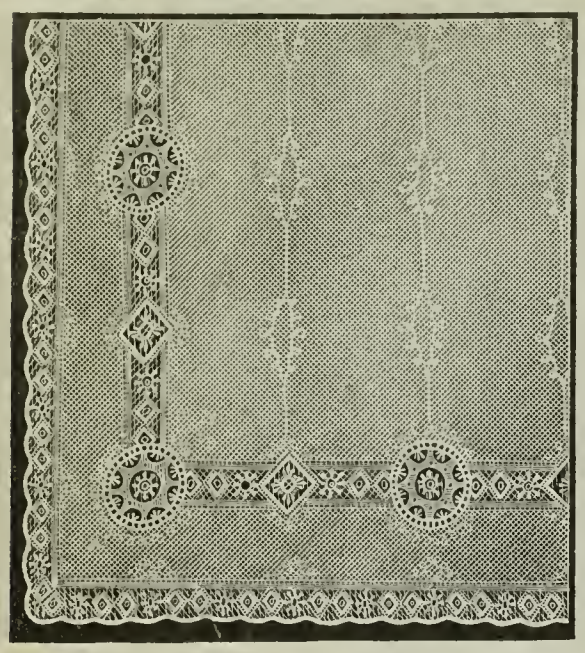
28L-192. This is a new and most superior grade of Cable Net lace curtains in Cluny treatment and of an extremely neat and pretty design. Despite their dainty appearance, on account of their fineness of the threads, these curtains are of great durability and will stand laundering time and time again. The threads are twisted together by machinery in a peculiar manner and it is this that gives them the cable net. After washing and drying these curtains may be stretched without fear of hurting the fine mesh, and they look even more beautiful after laundering than they are when new. They have the protecting over locked corded edge and measure 54 inches wide and 3½ yards long. Our price, per pair..... **$4.25**

Style of Russian Lace, $4.50



28L-190. A favorite with the most exacting purchasers of lace curtains. This design reproduces a rare example of choice Russian lace, which is among the finest products of the lace-makers' art. They are made with a genuine cable net ground of the very finest imported yarn. Guaranteed to withstand the wear and tear of constant handling and laundering. They have the protected overlocked corded stitch. We could easily obtain $7.00 for these handsome curtains, but we are able to produce them at a very low figure, and prefer to price them so that all of our customers who admire them can afford several pairs. They measure 50 inches in width, and are 3½ yards long. Our price per pair..... **$4.50**

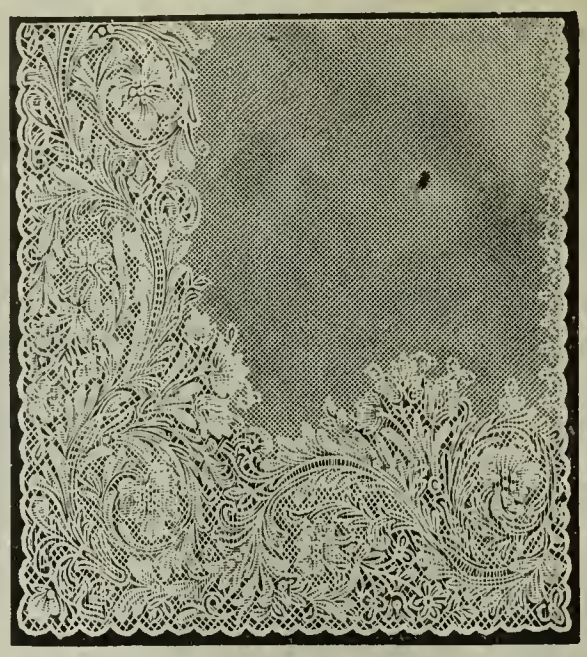
Cluny Effect in Colonial Style, $4.75



28L-191. Cable net lace curtains of absolutely first class quality. If you want to get something in window drapery entirely out of the ordinary, buy these high grade curtains from us, and get curtains that are at once stylish, exclusive and of rare quality. These curtains are made of imported double spool yarn woven in cable net style. The center is adorned with novelty Colonial lace and interwoven border is in real Cluny style. We have never yet handled lace curtains that have delighted our customers in a greater degree than these. They are as popular in rural districts as they are in the large cities among folks of fashion and wealth. These curtains are made in white and measure 50 inches wide by 3½ yds. long. Our price, per pair **$4.75**

Terms: 75c cash, 50c a month.

Exact Copy of Arabian Lace, $4.95

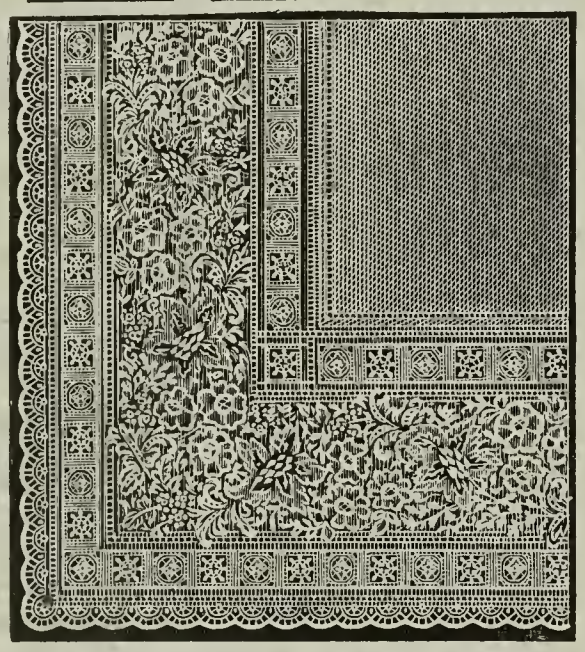


28L-192. These magnificent lace curtains merit your extra special attention. **They are exact copies, stitch for stitch, of real Arabian lace,** so that only experts can distinguish these lace curtains from the originals, which cannot be bought under $25. a pair. Think of it! Here are lace curtains that for every practical purpose are just as good as the $25. curtains, and the price is only $4.95 a pair. The hand made imported curtain is a privilege of wealth, but every American home can afford these beautiful curtains that we offer for only 75c cash and 50c a month for the balance. Remember you get get the immediate use of these curtains in your home. Size 50 inches wide by 3½ yards long. Our price, per pair..... **$4.95**

You don't have to wait until they are all paid for.

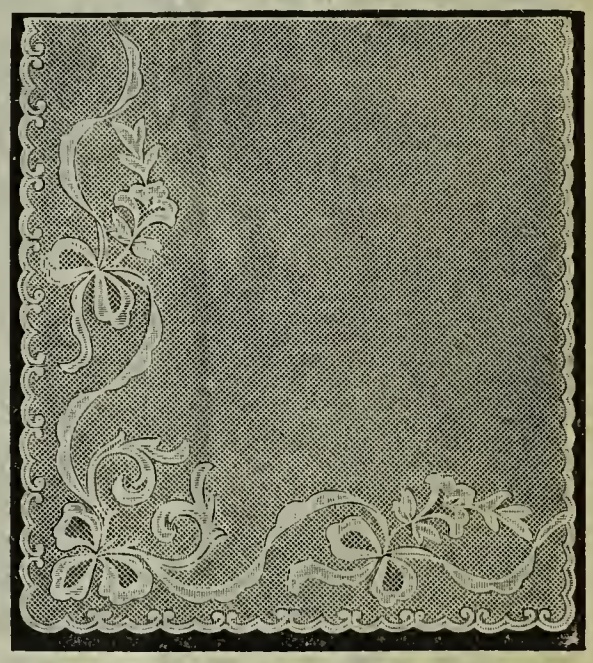
$5.75, Swiss Make, Honiton Effect

28L-193. These exquisitely beautiful lace curtains are made of genuine imported first quality yarn which was brought to this country before the new tariff went into effect and consequently at a great saving. They are known as Swiss make and the design is in Honiton lace style. The above picture will show you how beautiful is this style of lace and it is no wonder the genuine lace costs hundreds of dollars. American genius, however, is able to reproduce this lace in large quantities by machinery and as a result you can buy these wonderful lace curtains for only $5.75. This is a most sensational price because no other dealer can even buy them wholesale from the mill for that figure. Color, white; size 54 inches wide by 3½ yards long. Our price, per pair, (75c cash, 50c a month) **$5.75**

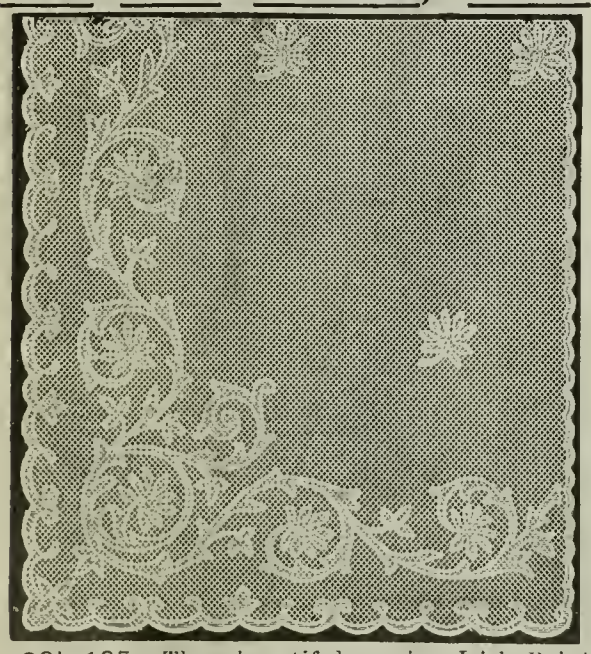


$3.35 English Bobinet Louis XV Style

28L-194. These beautiful English bobinet lace curtains in Louis the Fifteenth style, are a revelation in the way of price, quality and style. These are real appliqué curtains, Louis Fifteenth style of design on genuine English bobinet. Each has a gorgeous ribbon border with artistic bow-knot effect; rich white center and an overlocked stitch scalloped edge. The net is of superior quality, being of perfect texture and fine weave. They are furnished in white only. Being made of the best quality imported yarn, they will outlast two pair of the ordinary grades of lace curtains. They are especially adapted in homes where frequent laundering is necessary because they are so strong and well made. They launder beautifully. Size 40 inches wide by 3 yards long. Our price, per pair... **$3.35**

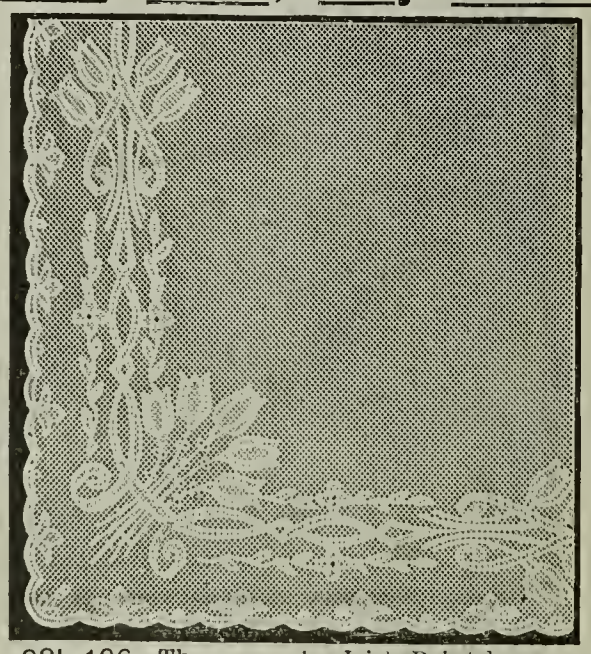


Irish Point Curtains, $3.95



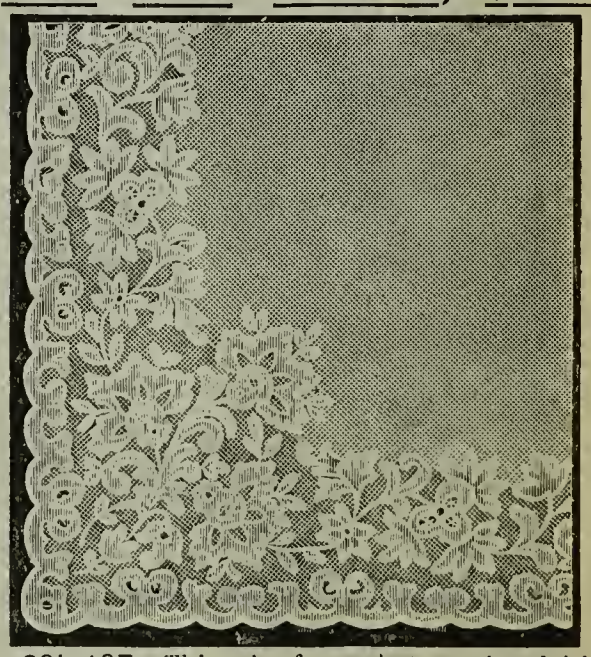
28L-195. These beautiful genuine Irish Point lace curtains must be seen to be fully appreciated. The design is a copy of the Renaissance period, fashioned in gorgeous ribbon border, with floral design in corners and artistic scroll effects. The detached floral figures in center add greatly to its richness. The artistic draping of the ribbon border, in conjunction with the balance of the design make these one of the most attractive pair of curtains ever shown. The English net is of a superior quality, being of perfect texture and perfect weave. Comes in white only. Size is: length, 3 yards; width, 45 inches. Our price, per pair..... **$3.95**

Irish Point, Only $4.50



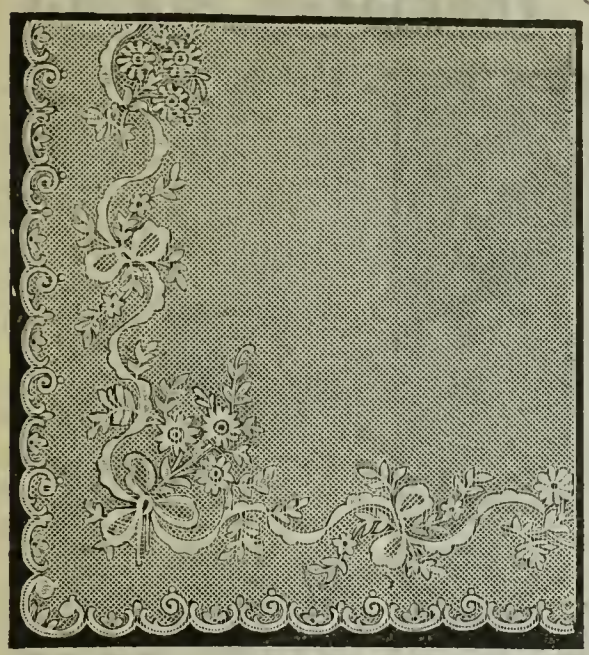
28L-196. These superior Irish Point lace curtains, now only $4.50 per pair. The border of this genuine pattern is worked out on a handsome floral and ribbon effect. These curtains at our present price are one of the most pronounced bargains ever shown in a catalog. It is a leader in our great stores and enjoys great popularity as a curtain of exceptionally fine quality. They are made of a very fine quality of Brussels net. The illustration gives but a faint idea of the real beauty and richness of quality possessed by these splendid curtains. Furnished in white only. Size, 3 yards long by 45 inches wide. Our price, per pair..... **$4.50**

Irish Point Curtains, $5.10



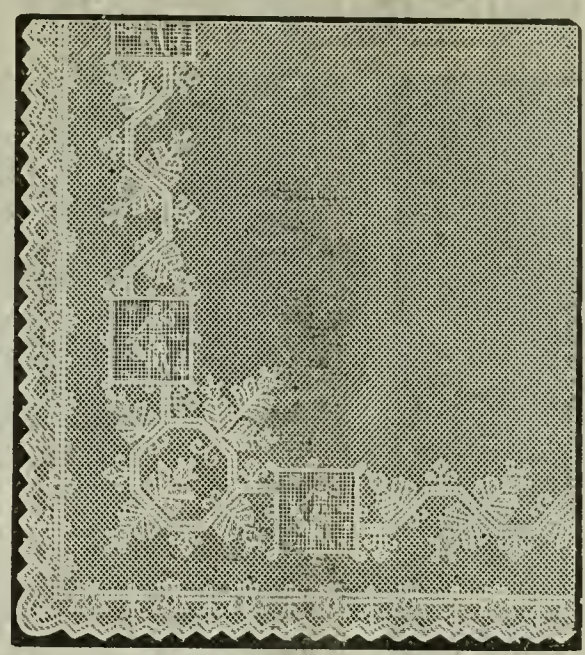
28L-197. This pair of superior, genuine, Irish point lace curtains are well adapted to harmonize with the most elegantly furnished room. They are genuine Brussels net lace and of the finest we have ever been able to offer. These are among the best curtains that brains, skill and money can produce. The design is exquisitely rich. The plain center brings out to perfection the elegant vine center pattern and spider work borders. These are extra high grade curtains, that will not only please the most critical eye, but will give lasting satisfaction. Comes in white only. Size 3 yds. long; 45 in. wide. Terms. 75c cash and 50c monthly. Our price per pair.. **$5.10**

Cable Net Louis XVI Style, $5.65



28L-198. For richness of design and quality of workmanship this pair of genuine Louis Sixteenth style French Cable Net Lace Curtains are unequaled at anything like our figure. The accompanying illustration does not do justice to the extremely handsome design and cannot show the rare quality of these high grade articles. The pattern is of the most artistic conventional design, with plain center and bow knot effect, with rings appliqued so popular in high grade curtains. It has an overlocked edge. Be sure to include this pair of curtains in your order. They will surely meet your highest expectations and you will consider this one of the greatest bargains you ever secured. Furnished in white only. Measurements: Length 3 yards; width 45 inches. Our price 75c cash, 50c a mo. **$5.65**

Embroidered Colonial Filet, $5.95



28L-199. These curtains are made of a very fine genuine caudry net of much superior quality to those generally sold at this price. The design is new for the season, and is patterned after the Grecian style of painting. Note the figures of the hunter and stag in the small squares, and the genuine embroidered edge. These are absolutely high grade lace curtains, the kind that command fancy prices in some stores where scarcely a dozen pairs are sold each season. We dispose of hundreds of pairs on our easy credit plan, hence our extremely low price. These curtains are especially adapted for windows facing the street. They are sure to attract the most favorable attention. Color, white only; sizes 45 inches wide by 3 yards long. Terms 75c cash, and 50c a month. Our price, per pair **$5.95**

$3.95 Brussels Net Curtains

28F-156. These Brussels Net Lace Curtains, the kind usually sold for $5.00 a pair. We were fortunate in discovering several thousand pairs of these high grade lace curtains when on a visit to the mill at a time when the manufacturer was willing to let them go at one-half their cost. It was at the end of the season and room was needed for next season's work. They are of first class quality in every respect. They are perfect in every detail but were merely overlooked until near the season's end. They are made of a good quality of Brussels net with overlocked stitched edges, with delicate scroll and floral ornamentations. Measures 46 inches wide, by 3 yards long. If you wish dainty parlor curtains that will give great wear, at a very low price, order this number. Per pair.... **$3.95**

$4.45 Genuine Brussels Net

28F-157. These curtains are made of a very fine genuine Brussels net lace with the latest and most exquisitely beautiful pattern. We recommend them as being one of the most serviceable curtains on the market and adapted for any room. The beautiful design, as illustration shows, has an air of refinement seen only in fine grades. We would like you to send for a pair on approval, so you can see what they look like. If they don't suit, we will take them back and refund your money. These curtains have never yet failed to please anyone and there are many thousands in use in the homes of our customers. This number represents a superior article excellently finished and furnished in pure white. They measure 46 inches wide, and 3 yards long. Our price, per pair **$4.45**

Genuine Brussels, $4.95

28F-158. No adequate or correct impression of the beauty, lightness and rarity of the fabric of these genuine Brussels net lace curtains is possible except until actual view of the curtains. Have a dainty floral and hair line spray border, with a finely woven center. Are 46 inches in width, by 3 yards in length. If we had to buy these curtains in small lots like others do, we could not afford to sell them under $7.00 a pair. We offer these genuine Brussels net lace curtains at a price that positively defies all competition. We will gladly send you a pair on approval, subject to examination, and they may be returned if unsatisfactory. 75c cash, 50c monthly. Our price, per pair..... **$4.95**

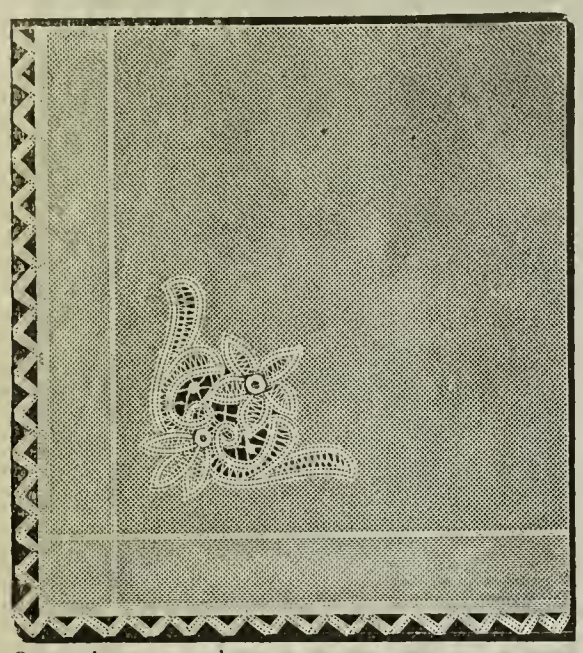
75c Cash, 50c a Month

28F-159. The finely woven corners of these superfine Brussels net curtains are brightened by a beautiful floral pattern while the border carries out the same design with a most elaborate and striking effect. The quality of the curtains is in full keeping with its rare beauty and at our low price represents an unparalelled bargain. Our low price is made possible only on account of the tremendous outlet of our mammoth mail order house and large city stores. We buy thousands of pairs and the manufacturer can afford to sell them to us for one-half that charged the small dealer. Size 46 inches wide, by 3 yards long. Terms 75c cash, 50c monthly. Our price per pair..... ..... **$5.75**

Acme of Elegance $6.25

28F-160. As fine a pair of curtains as was ever made and catalogued. Certainly the finest Brussels lace curtains ever offered at less than $10.00. The value is determined by the quality of net and the amount of work in the design. The curtains like this illustration are the finest we have ever imported in Brussels Net laces. You know nothing adds more attractiveness to a room than pretty window drapery. Cheap curtains detract from a room otherwise beautifully furnished; so no mistake will be made in ordering these, provided something really rich is desired. It is 46 inches wide by 3 yards long. Terms $1.00 cash, balance 50c per month. Our price, per pair..... **$6.25**

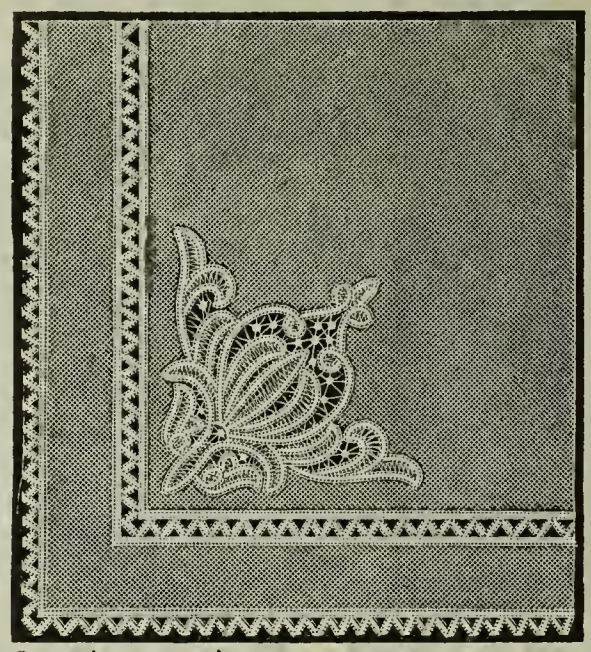
Brussels Net, Renaissance Style $2.45



28L-200. Genuine Renaissance Lace Curtains with real lace corners on imported net. Have very neat 2-inch hems, are furnished in white only and measure 40 inches wide by 3 yards long. These are favorite curtains with everybody. People seeking beauty and adornment solely, find every desire fully met in these curtains, and those who prefer service to beauty find these curtains eminently satisfactory. In fact it would be a hard matter to get another pair of curtains to equal these for all practical purposes. They will stand laundering and are extremely easy to hang. Our low price should certainly induce you to place an early order which will have our careful and prompt attention. They are especially adapted for parlors or front rooms where passersby can admire their great beauty.

Our price, per pair..... **$2.45**

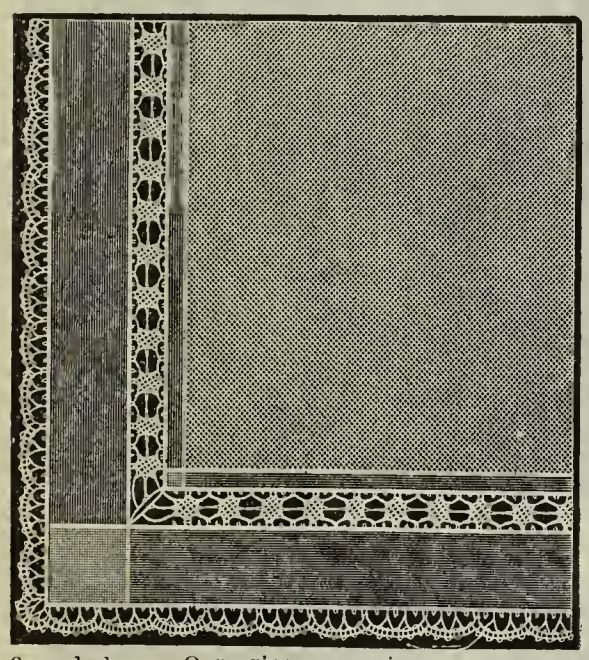
Renaissance Insertion $3.65



28L-201. Striking examples of French Renaissance Curtains, the insertion being of real Renaissance lace and edge to match mounted on heavy English net, making them extremely rich parlor curtains. Particularly pretty is the large lace corner piece as shown in picture. Fashionable dealers in the large cities do not think of charging less than $6 or $7 for a pair of curtains of similar quality. They are compelled to ask fancy prices because the demand is limited among their own comparatively small patronage. We extend our credit system to eighty million people and the consequent immense patronage results in enormous sales of every grade of lace curtains. This explains our extremely low price for these high grade curtains. Measure 40 inches wide by 3 yards long.

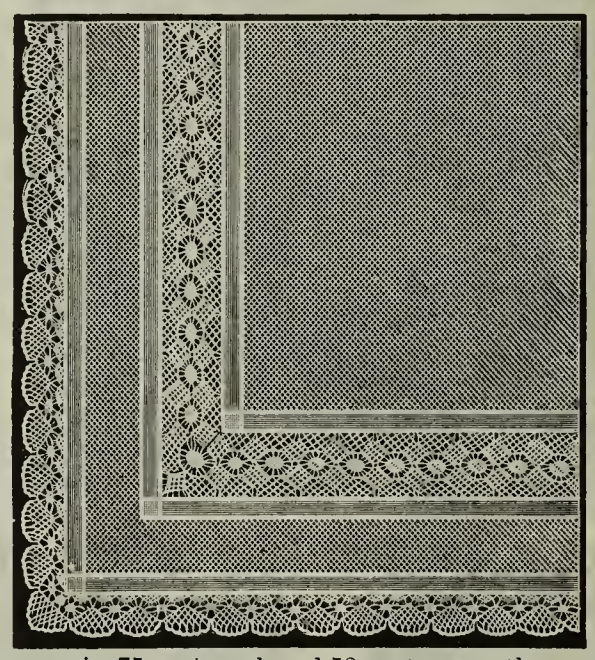
Our price, per pair..... **$3.65**

$4.25 Cable Net, Cluny Insertion



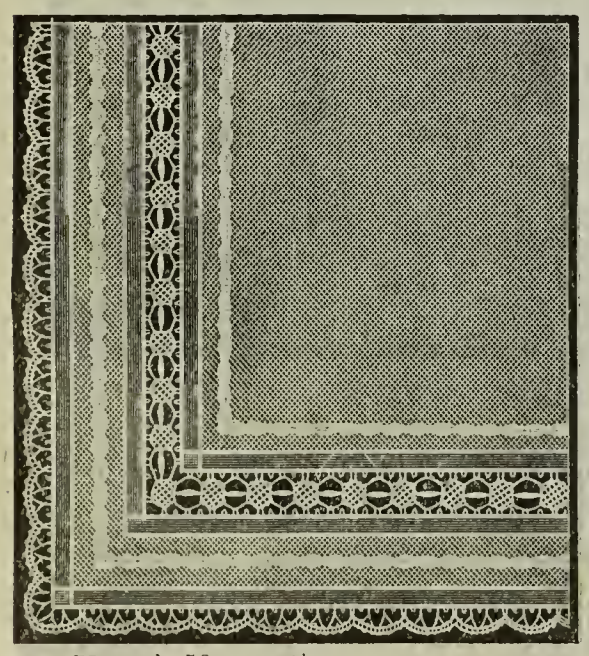
28L-202. You save at least $1.75 when you buy these high grade French Cable net lace curtains from us, as they are real $6.00 curtains and sell for that price in most stores. The beautiful insertion and edge are genuine Le Puy lace in Cluny style on French Cable net. The hems between edges and insertion measure 3 inches. These beautiful curtains cannot be adequately described or illustrated. You must see the curtains themselves to appreciate their real gorgeousness, the elegance of workmanship and high quality yarn of which they are made. Let us send you a pair on approval and free trial. Keep them if they please you; return them if they fail to suit. We will refund your money and stand the transportation charges both ways. Color, white only; size 40 inches wide by 3 yards long. Our price, per pair..... **$4.25**

$4.85 Genuine French Cluny



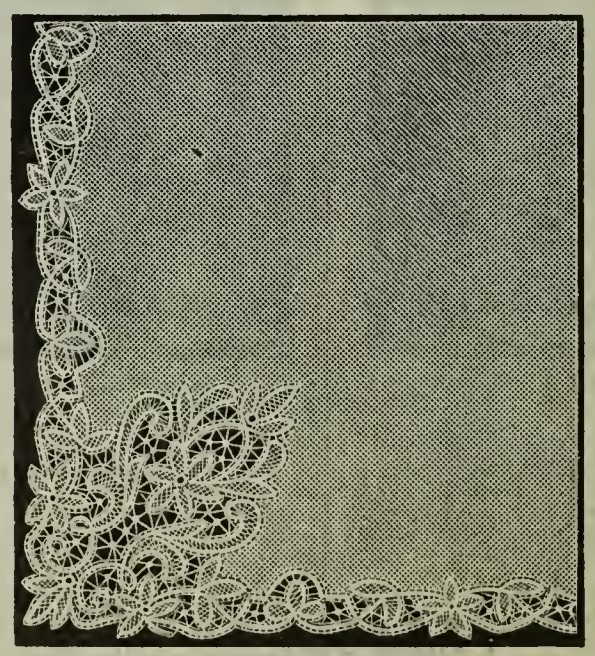
28L-203. These are genuine imported French Cluny lace curtains mounted on real Caudry Cable net. The wide insertion and edge are made of real French Cluny lace with a three-quarter inch hem all along the lace, which forms a contrast, serving to bring out all the beauty of the delicate fabric. We confidently recommend these curtains to you, regardless of how particular you are or how exacting your tastes. We know you will be delighted with the delicate beauty of these curtains and to prove our faith we will send them to you with the understanding that you may return them to us if they do not even exceed your expectations. This may look like a remarkable offer, but the minute you see these curtains you too will share our enthusiasm. Color white; size 40 inches wide by 3 yards long. Our price, per pair, 75 cents cash and 50 cents a month..... **$4.85**

$5.75 Marie Antoinette Lace



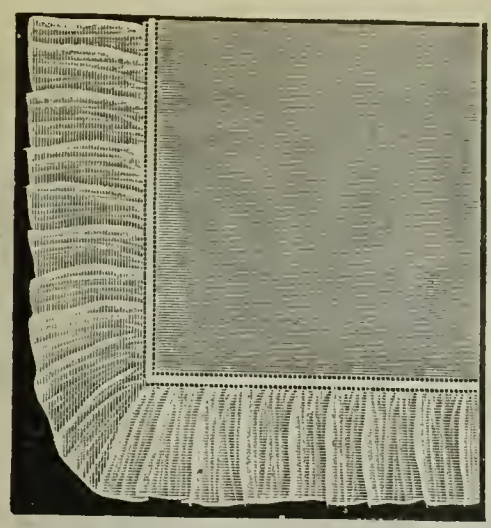
28L-204. These decidedly beautiful French Cable net curtains are finished in a combination of real Cluny and Marie Antionette lace; with a Cluny edge and a narrow hem alongside. This is the most effective combination we have ever seen produced in lace curtains, regardless of the cost. You must never make the mistake of judging the quality of these curtains by the price. As far as our price is concerned they are in a class by themselves. For quality they may be classed with lace curtains sold elsewhere for $8 to $10 a pair. By ordering these curtains in here-to-fore unheard of quantities, we are able to reduce the cost without sacrificing the quality. These curtains are extra well made and will launder to a snowy whiteness. The size is 40 inches wide by 3 yards long. Our price, per pair, 75c cash, 50 a month..... **$5.75**

$6.85 Louis XIV Edge Pattern



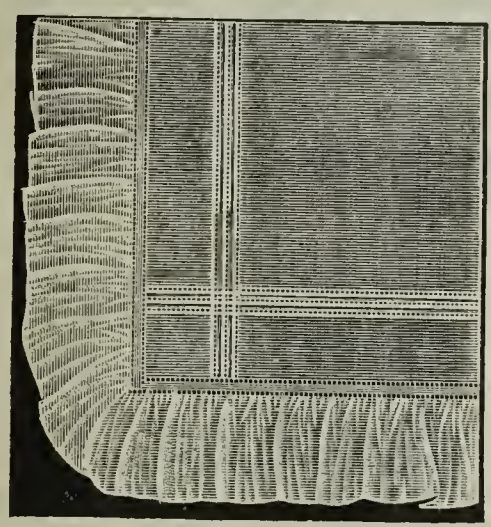
28L-205. These absolutely first class and most beautiful lace curtains are the crown and acme of elegance in window drapery. The finest homes in the land boast of no better curtains than these, which at only $6.85 a pair are priced down within the means of all lovers of beauty in window adornment. Just think, for only $1.00 cash you can have a pair of these curtains, and you can pay the balance, 50c monthly. These curtains have genuine Louis Fourteenth lace edge and corner motif with a perfectly plain snowy white center made of the best imported French Cable Net. They measure 40 inches wide by 3 yards long and are suited for large or small windows. Remember they are made throughout of imported materials in a first class manner, and our price per pair is one-half its real value, $1.00 cash, 50c a month..... **$6.85**

48c a Pair



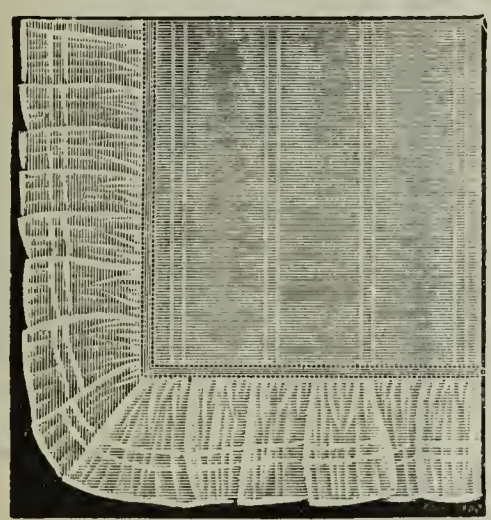
28L-206. These are well made plain muslin curtains with a full ruffle. At 48c a pair a genuine bargaln is offered. They are well suited for kitchen and bed room windows. They launder well and present a very neat appearance. Be sure to order several pairs with your order for other goods. They are 30 inches wide by 2¼ yards long. Our price, per pair..... **48c**

60c a Pair



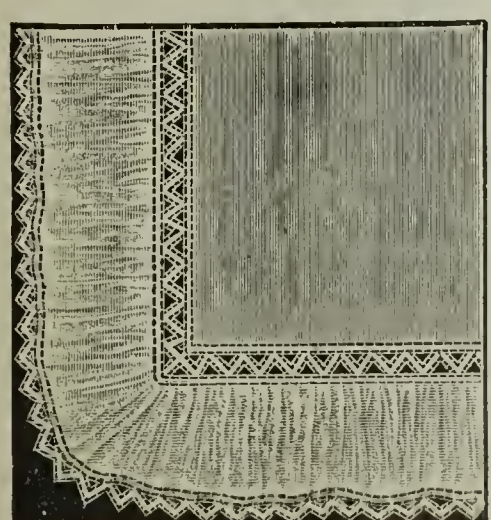
28L-207. A special value in a well made pair of muslin curtains with 3 tucks and full ruffle. They are particularly adapted for kitchen, hall and bedroom windows. They measure 33 inches wide by 2½ yards long. Do not confuse these curtains with the ordinary kind sold at 60c; you save 25 to 30c on a pair buying from us. Our price, per pair..... **60c**

89c a Pair



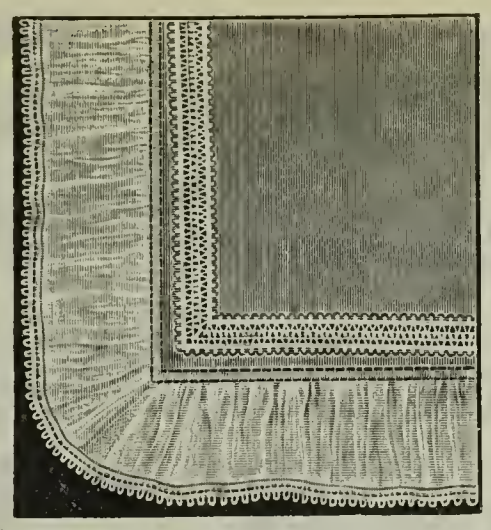
28L-208. These are very popular ruffled muslin curtains, splendidly adapted for all everyday purposes. It is a pretty striped pattern with a very neat ruffle. These curtains are at once serviceable and pretty and our price is a marvel for lowness. They measure 36 inches wide by 2½ yards long. Our price, per pair..... **89c**

$1.20 a Pair



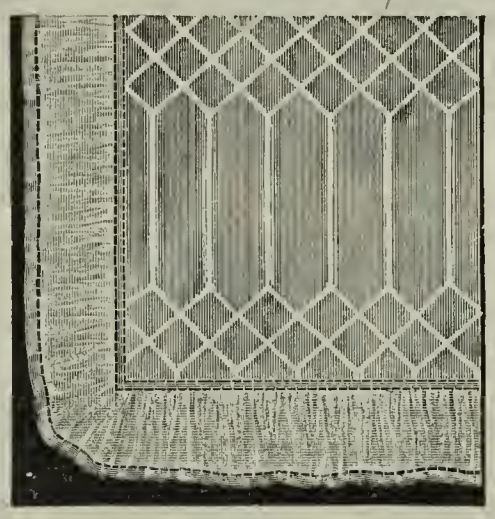
28L-209. Beautiful muslin curtains with a rich Battenberg insertion and edge to match. They must be seen to be fully appreciated. The beautiful laee edge and insertion and the snowy whiteness of the interior all tend to make curtains of incomparable beauty. They measure 36 in. wide by 2½ yards long. Include several pairs in your next order. Per pair **$1.20**

$1.35 a Pair



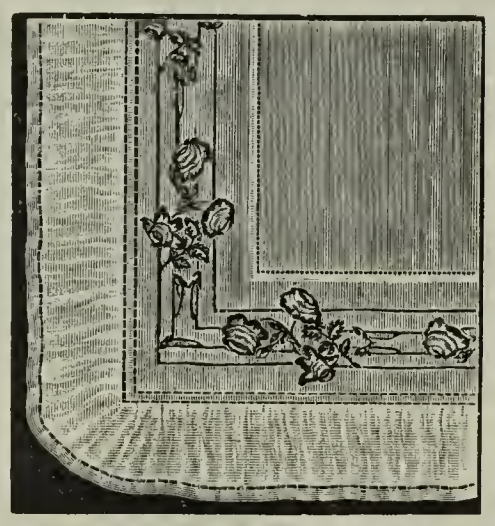
28L-210. Absolutely high-grade muslin curtains with real lace insertion and edge and full ruffle, easily worth $1.75 a pair. We bought several thousand pairs at a bargaln. Material and workmanshlp are first class and the design is very neat and pretty. They measure 32 inches wide by 2½ yards long. Our price, per pair **$1.35**

$1.50 a Pair



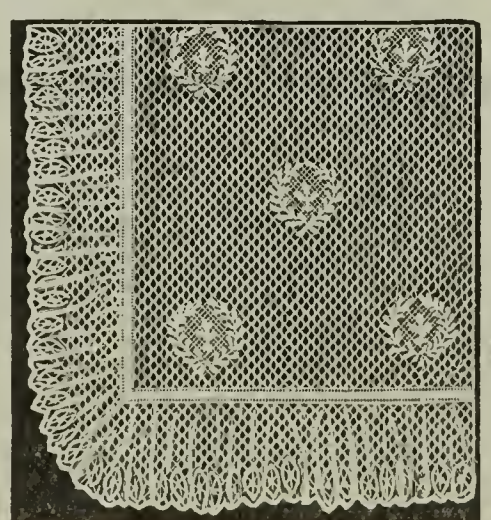
28L-211. Imported muslin mull curtains with leaded glass window effect and prettily trimmed ruffle. The style is extremely rich and sure to please. They are pure white and launder perfectly. If you want a genuine bargain in muslin curtains don't fail to take advantage of this great opportunity. Size 39 inches wide by 2½ yards long. Per pair.. **$1.50**

$1.65 a Pair



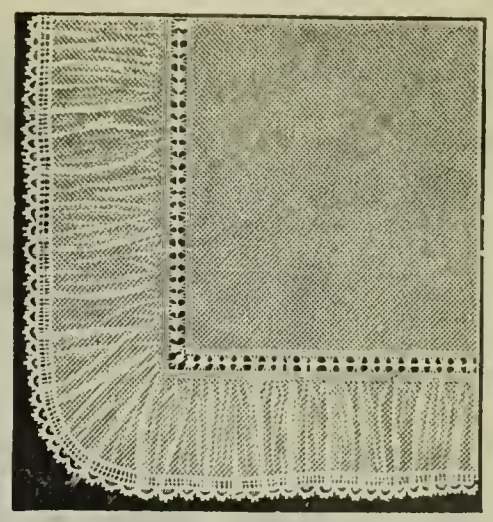
28L-212. Best quality imported muslin mull curtains with pink rose border and neatly trimmed ruffle. They are very showy muslin curtains yet not loud or coarse. The coloring is extremely dainty, as are the plnk roses forming the border. Nothing finer in the way of muslin curtains has ever been produced. Size 39 inches wide by 2½ yards long. Per pair **$1.65**

$1.85 a Pair



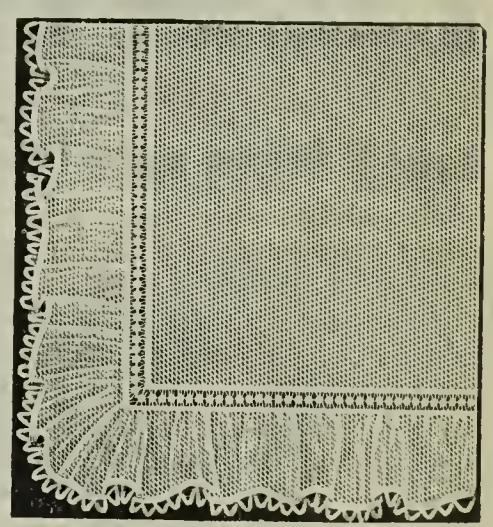
28L-213. Heavy ruffle net curtains with handsome wreath design at our special bargan price of $1.85 a palr. These curtains are of very substantial make and sure togive satisfaction. They launder beautifully and resist the wear and tear they are subject to in the process of laundering. They measure 36 inches wide by 2½ yards long. Our price, per pair **$1.85**

$2.10 a Pair



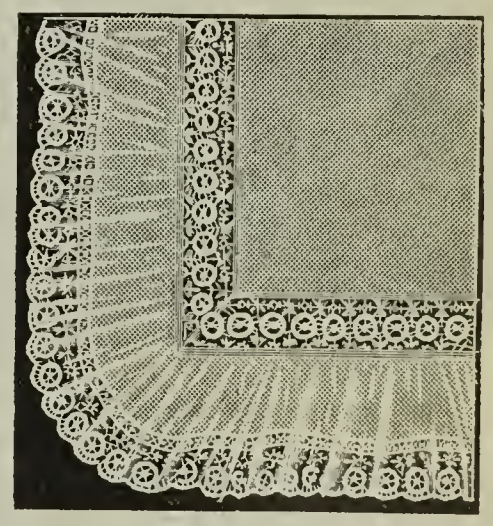
28L-214. These beautiful absolutely high-grade curtains are particularly adapted for dining room window drapery. They are made of an extra quality Brussels net with a neat lace insertion and edge. They have a dainty ruffle trimmed with lace. They measure 39 inches wide and are 2½ yards long. Order these for economy. Our price, per pair... **$2.10**

$2.25 a Pair



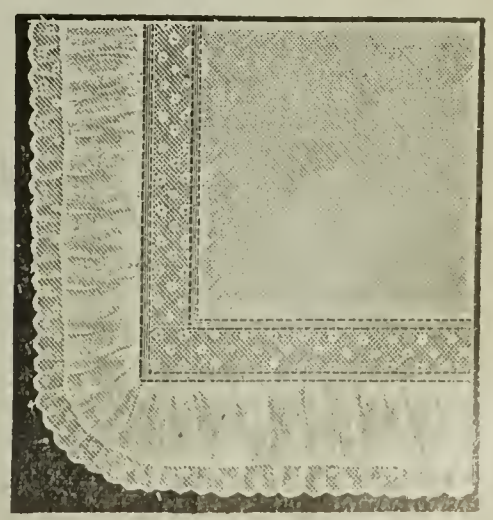
28L-215. These splendid curtains are made of the best quality Brussels net with real Battenberg insertion and edge. The net is extra strong and well made presenting a value seldom seen. We don't ask the usual profit and we buy in large quantities direct from the manufacturer, hence our low price. Size 39 inches wide, by 2½ yards long. Per pair **$2.25**

$2.75 a Pair



28L-216. What distinguishes these dainty curtains is the extremely beautiful Cluny lace edge and insertion. The picture will give you an idea of its exquisite daintiness and genuine beauty. For a quality that is the best on the market our price is especially low. They measure 40 inches wide by 2½ yards long, and the color is white. Our price, per pair... **$2.75**

$3.65 a Pair



28L-217. Lace trimmed Brussels net curtains of exquisite beauty and unsurpassed merit. They cannot be duplicated under $5 a pair. They are at once strong, extremely beautiful and low priced—a winning combination. We want your early order because we know you will be pleased. Color white; size 40 inches wide by 2½ yards long. Per pair **$3.65**

Matchless Bargains

From The World's Largest And Greatest Distributors of

Fine Rugs and Carpets

Linoleums, Oilcloths, Mattings Etc.-

Lowest Prices and a Guarantee When you order carpets, rugs, linoleums, or oil cloth from this catalog, you do so with the distinct understanding and agreement that you are to get the very best goods at the lowest price, or there is no sale. That's our policy. We do not want our customers to think that they buy a "cat in the bag" and take chances on being fooled. We have been selling carpets and rugs for nearly thirty years and we know all about these goods. We know how they are made and we know why some are good and some are bad, and this knowledge, gained by long years of careful studying, enables us to avoid buying anything that wouldn't stand the test of time. When we guarantee a carpet or a rug, you can be sure that we know all about the quality, because a large concern like we are could not afford to put its guarantee upon unreliable merchandise.

Why We Sell the Most Whenever you find one concern doing the largest business in its line, there is a good reason behind that concern's success. It is very important for you to know this and it is to your advantge to buy from the biggest concern, because you can be sure that people wouldn't keep on buying from them year after year, and increasing their orders all the while, unless this concern was giving its patrons more for their money, and better for their money, than can be gotten elsewhere. Thousands of customers have written in to us saying they didn't understand how we could sell such high grade carpets and rugs at such wonderfully low prices, and our answer is that we couldn't if we didn't sell so much. Now we will just explain the proposition to you, dear reader, and let you judge for youself, as a fair minded person, whether or not it will pay you to buy here. It's this way. Carpet and rug manufacturers have only two seasons, Spring and Fall, and the rest of the year they haven't enough business to keep their plants running. Now we go to these manufacturers and contract with them to take all the goods they can make in the dull season, providing they do not charge us a profit over their expense of doing business. In this way the manufacturer is enabled to keep his help, keep his machines running, pay his rent and break even, though he sells us the goods at just what it costs him to make; and on the other hand we buy our carpets aud rugs at prices that are always 25%, and often 40%, lower than any other dealer or mail order concern in the world pays. In other words, we save the manufacturer's average profit.

This Profit Goes to You Even if our regular profit was as big as other mail order houses we would still be saving you this 25 to 40%, when you buy your carpets and rugs here. But as a matter of fact, we never charge as much profit as other concerns because our long experience enables us to do business with a smaller expense, so that in every case our customers benefit and the saving that we make at both ends goes back into the pockets of those who buy from us. Now you can see plainly why we do such a tremendous business. People have compared our carpets, our rugs, our linoleums, our oil cloths, our mattings, with those sold elsewhere; they have tested and tried them in every manner and form in which this merchandise can be tested and tried. And when all is said and done, when all comparisons have been made, none dispute our supremacy, none question our ability to undersell all competitors.

Read What A Few of Our Customers Say

Mt. Auburn. Ill., June 3, 1908.
Kind Sir.—I received my carpet and liked it fine.
Mrs. Cecil Arnold.

No. 6 Madison St.
Adrian, Mich., May 26, 1908.
Dear Sirs:—Enclosed find Two Dollars ($2.00) for monthly payment on Axminster Rug, Number 27E-111. The rug was safely received and I am highly pleased,
Mrs. Wm. L. Heitz,

Galeton, Pa., May 27, 1908.
Please find enclosed Post Office money order for $3.75 payment on rugs and curtains. They were very satisfactory, I am very well pleased with everything. I will try to be more prompt the next time in sending payment,
Kate Gribben.

Antioch, Tenn., May 27, 1908
Dear Sirs—I received the Rugs and am more than pleased with them.
Mrs. W. T. Shelton.

R. F. D. No. I, Box 26, South Zanesville, O., July 11. 1908.
Dear Sir:—I received your carpet and it is all right. We were well pleased with it and you will find enclosed a payment on the carpet.
G. W. Thomas.

So. Byron, N.Y., July 17, 1909.
Dear Sir:—Received the carpet and was pleased with it and it fitted like the paper on the wall and was glad that you was so kind. Just as soon as this is paid for I will send you another order, but do not want to have too much to pay for all at once.
Mrs. Albert J. Sherman.

You Get Variety to choose from here. When a concern sells many hundreds of thousands of dollars worth of floor coverings, as we do, naturally it requires an unlimited stock. You would simply be amazed if you could see this department in our building, with its thousands and thousands of rolls of carpets, and rug tiers extending down one entire side of our building and piled mountain high.

The varieties are simply unlimited, and the enormous surplus stock means you will always get prompt service and prompt shipment. Every assortment is complete, containing all shades and colors that are to be the fashion during the season when they are shown. In the twenty pages following you are shown samples of this enormous variety and we say to you here that these are the very latest creations, the very latest designs, the very newest fashions for the coming season.

Our well earned reputation for carrying the most stylish goods made—the most up-to-date patterns in the most gorgeous colorings—is thoroughly substantiated by the following twenty solid pages of beautiful color illustrations. You will find unmatchable bargains on these pages—carpets, rugs, portieres, couch covers, etc., of surpassing beauty. We receive letters every day from customers who declare that our carpets and rugs wear better than any others they have ever used and that our patterns are always in the lead. The reasons why this is true have been explained on this page. It's easy to pay the People's way. We trust you Privately.

27L-176. MAJESTIC INGRAIN CARPET. For complete description, see 27L-176, page 182, in Carpet Dept. 36 inches wide.
Our price, per yard **32c**

27L-177. MAJESTIC INGRAIN CARPET. For complete description refer to page 182, 27L-177. 36 inches wide.
Our price, per yard **32c**

27L-178. MAJESTIC INGRAIN CARPET. For complete description, see 27L-178, page 182, in Carpet Dept. 36 inches wide.
Our price, per yard **32c**

27L-179. ROYAL VELVET INGRAIN CARPET. For complete description, see 27L-179, page 182, in Carpet Dept. 36 inches wide.
Our price, per yard **38c**

27L-180. ROYAL VELVET INGRAIN CARPET. For complete description, see 27L-180, page 182, in Carpet Dept. 36 inches wide.
Our price, per yard **38c**

27L-181. ROYAL VELVET INGRAIN CARPET. For complete description, see 27L-181, page 182, in Carpet Dept. 36 inches wide.
Our price, per yard **38c**

27L-182. IMPERIAL COTTON UNION INGRAIN CARPET. For complete description, see 27L-182, page 182, in Carpet Dept. 36 inches wide.
Our price, per yard **43c**

27L-183. IMPERIAL COTTON UNION INGRAIN CARPET. For complete description, see 27L-183, page 182, in Carpet Dept. 36 inches wide.
Our price, per yard **43c**

27L-184. IMPERIAL COTTON UNION INGRAIN CARPET. For complete description, see 27L-184, page 182, in Carpet Dept. 36 inches wide.
Our price, per yard **43c**

FOR A DETAILED DESCRIPTION OF THE FOLLOWING INGRAINS, SEE PAGE 182.

27L-185. ORIENT QUARTER WOOL UNION INGRAIN CARPET. For complete description, see 27L-185, page 182, Carpet Dept. 36 inches wide.
Our price, per yard.....**46c**

27L-186. ORIENT QUARTER WOOL UNION INGRAIN CARPET. For complete description, see 27L-186, page 182, Carpet Dept. 36 inches wide.
Our price, per yard.....**46c**

27L-187. ORIENT QUARTER WOOL UNION INGRAIN CARPET. For complete description, see 27L-187, page 182, Carpet Dept. 36 inches wide.
Our price, per yard.....**46c**

27L-188. CONTINENTAL HALF WOOL UNION INGRAIN CARPET. For full description, see 27L-188, page 182, Carpet Dept. 36 inches wide.
Our price, per yard.....**50c**

27L-189. CONTINENTAL HALF WOOL UNION INGRAIN CARPET. For ull description, see 27L189, page 182, Carpet Dept. 36 inches wide.
Our price, per yard.....**50c**

27L-190. CONTINENTAL HALF WOOL UNION INGRAIN CARPET. For full description, see 27L-190, page 182, Carpet Dept. 36 inches wide.
Our price, per yard.....**50c**

27L-191. NEW YORK C. C. INGRAIN CARPET. For complete description, see 27L-191, page 182, Carpet Dept. 36 inches wide.
Our price, per yard.....**62c**

27L-192. NEW YORK C. C. INGRAIN CARPET. For complete description, see 27L-192, page 182, Carpet Dept. 36 inches wide.
Our price, per yard.....**62c**

27L-193. NEW YORK C. C. INGRAIN CARPET. For complete description, see 27L-193, page 182. Carpet Dept. 36 inches wide.
Our price, per yard.....**62c**

27L-518. "POCO" C. C. INGRAIN CARPET. For complete description, see 27L-518, page 182, Carpet Dept. 36 inches wide.
Our price, per yard.....**66c**

27L-519. "REX" C. C. INGRAIN CARPET. For complete description, see 27L-519, page 182, Carpet Dept. 36 inches wide.
Our price, per yard.....**68c**

27L-520. "REX" C. C. INGRAIN CARPET. For complete description, see 27L-520, page, 182, Carpet Dept. 36 inches wide.
Our price, per yard.....**68c**

27L-521. "REX" ALL WOOL INGRAIN CARPET. For full description, see 27L-521, page 182, Carpet Dept. 36 inches wide.
Our reduced price, per yard.....**79c**

27L-522. "REX" ALL WOOL INGRAIN CARPET. For full description, see 27L-522, page 182, Carpet Dept. 36 inches wide.
Our reduced price, per yard.....**79c**

27L-523. "POCO" ALL WOOL CARPET. For complete description, see 27L-523, page 182, Carpet Dept. 36 inches wide.
Our reduced price, per yard.....**74c**

27L-524. "REX" ALL WOOL INGRAIN CARPET. For complete description, see 27L-524, page 182, Carpet Dept. 36 inches wide.
Our reduced price, per yard.....**79c**

27L-525. "REX" ALL WOOL INGRAIN CARPET. For complete description, see 27L-525, page 182, Carpet Dept. 36 inches wide.
Our reduced price, per yard.....**79c**

27L-526. "REX" ALL WOOL INGRAIN CARPET. For complete description, see 27L-526, page 182. Carpet Dept. 36 inches wide.
Our reduced price, per yard.....**79c**

27L-121. "WEAR-WELL" TAPESTRY BRUSSELS CARPET. For complete description, see 27L-121, page 182, Carpet Dept. 27 inches wide.
Our price, per yard, reduced to **58c**
Border to match, our price, per yard **58c**

27L-122. "WEAR-WELL" TAPESTRY BRUSSELS CARPET. For complete description, see 27L-122, page 182, Carpet Dept. 27 inches wide.
Our price, per yard, reduced to **58c**
Border to match, our price, per yard **58c**

27L-123. "WEAR-WELL" TAPESTRY BRUSSELS CARPET. For complete description, see 27L-123, page 182, Carpet Dept. 27 inches wide.
Our price, per yard, reduced to **58c**
Border to match, our price, per yard **58c**

27L-200. EL FAMOUS TAPESTRY BRUSSELS CARPET, 27 inches wide, with 22½ inch border to match. For complete description, see page 182 of this Catalogue. Our engravers have, in a measure, succeeded in bringing out the exquisitely beautiful design of this extremely popular Brussels carpet. But to fully appreciate the wonderful beauty of this floor covering, let us lay one on your floor on approval and free trial. We are not afraid to accept your order with the understanding that the carpet must please you, or you have the privilege of returning it to us and getting back your money. This is a regular $1.25 per yard carpet. reduced to 89c, so we know it is bound to please.

We know, the minute you see this carpet on the floor of your parlor, you will never want to part with it.

In ordering, be sure to state size of room, also whether you want it made up into a rug with a border to match. See table on page 187 of this catalogue, showing how many yards of carpet are required for rooms of different sizes, with and without borders, and including waste in matching. We sew Brussels carpet without border free of charge; with border, 5c per yard, extra.

27L-200. Tapestry Brussels carpet, price per yard **89c**
Border to match, price per yard **89c**

27L-201. EL FAMOUS TAPESTRY BRUSSELS CARPET, 27 inches wide, with 22½ border to match. For complete description, see page 182 of this catalogue. This is a dark pattern and is especially suited for dining rooms, bed rooms and other rooms subject to daily use, as it will not show wear as quickly as a lighter pattern. Like our No. 27L-200 this is a $1.25 value. Our special price of only 89c per yard cannot possibly be met by any other concern on earth We undersell everyone in carpets. No other house in the country handles such enormous quantities—none sell so much. That is the great reason why our prices are the lowest. In ordering, be sure to mention whether or not you wish us to sew the carpet. If so, be sure to state size of room to be carpeted. We furnish a border to match if you desire. Carpets without borders sewed free; with borders, 5c per yard additional. A good grade of carpet lining furnished at 3c per yard. Owing to our very careful system of inspection and checking you are sure to get your carpet exactly as shown above. You will get perfectly fresh stock from moisture-proof warehouses.

27L-201. Tapestry Brussels carpet, our price per yard **89c**
Border to match, price, per yard **89c**

27L-202. EL FAMOUS TAPESTRY BRUSSELS CARPET, 27 inches wide, with 22½ inch border to match. For complete descriptions, see page 182 of this catalogue. We have contracted for the mill's entire output of this pattern El Famous Tapestry Brussels carpet. This pattern is therefore exclusive with us and we would be justified in asking $1.25 per yard, which is its real value, but we have an immense yardage to dispose of, so until further notice you can buy all you want of this strictly high grade Tapestry Brussels carpet for only 89c per yard. At this reduced price we expect a tremendous rush for this great bargain opportunity, and you will do well to place your order early in the season to insure prompt attention and quick delivery.

We do not get the profit we are justified in expecting, but we are just as well satisfied because this will be the means of pleasing many of our valued customers which, after all, is more to be desired than making big profits.

We can furnish this carpet with a beautiful border to match, and we will make it up into a beautiful rug of any size, charging you only 5c per yard extra for sewing. No charge for sewing without border.

27L-202. Tapestry Brussels carpet, our price, per yard **89c**
Border to match, our price, per yard **89c**

27L-104. "WEAR-WELL" VELVET CARPET, For complete description see 27L-104, page 183 Carpet Dept. 27 inches wide.
Our price, per yard.....**$1.03**
Border to match, our price per yard.....$1.03

27L-105. "WEAR WELL" VELVET CARPET. For complete description see 27-L-105, page 183, Carpet Dept. 27 inches wide.
Our price, per yard.....**$1.03**
Border to match, our price per yard.....$1,03

27L-106. "WEAR-WELL" VELVET CARPET. For complete description see 27L-106, page 183, Carpet Dept. 27 inches wide.
Our price, per yard.....**$1.03**
Border to match, our price, per yard.....$1.03

27L-203. BAINBRIDGE BEST VELVET CARPET, 27 inches wide with 22½ inch border to match. For complete description see 27L-203, page 183 of this catalogue. The finest homes in the land can boast of no better floor covering than this high grade Velvet Carpet. It will out-wear any two ordinary velvet carpets that you buy from other dealers, besides "Bainbridge Best" are recognized as patterns of unsurpassed elegance and richness. It will last a life-time if properly cared for and underlaid with several thicknesses of carpet lining. The first cost should therefore not be considered, especially as our EASY-WAY-TO-PAY-PLAN gives you a long period of time in which to settle your bill. It pays to buy the finest and best when it's for your home.

The above picture shows you how this carpet looks with a border to match, so that it can be made up into rugs of any size. We charge a nominal price of only 5c per yard additional for sewing with border. Carpets without borders sewed free.

27L-203. Tapestry Brussels Carpet,
our price, per yard.....**$1.19**
Border to match, our price, per yard.....$1.19

27L-204. BAINBRIDGE BEST VELVET CARPET, 27 inches wide, with 22½ inch border to match. For complete description, see 27L-204, page 183 of this catalog.

The dainty matchless design and the beautiful fast colorings of this pattern have won for it thousands of admirers all over the country. A customer shows it to a friend and the latter invariably wants some. It sells itself. We had sufficient foresight to contract for the mill's entire output of this pattern velvet carpet, enabling us to purchase the immense yardage at one half the regular price. The above picture shows the border to match, that can be furnished, if so ordered. We will gladly sew the carpet to fit any floor without charging you one cent extra. It will cost you only 5c per yard additional if you want the carpet made up into a rug with a border.

In this way, you can secure a rug to meet your requirements, especially as to size. You do not, so to speak, have to make the room fit the rug. You make the rug fit the room.

27L-204. Velvet Carpet,
our price, per yard.....**$1.19**
Border to match, our price, per yard.....$1.19

27L-205. BAINBRIDGE BEST VELVET CARPET, 27 inches wide with a 22½ inch border to match. For complete description, see 27L-205, page 183 of this catalogue.

This is a gorgeous Oriental pattern, worth easily $2.00 a yard. It is strictly in keeping with the high standards of quality established by the People's Outfitting Co. This pattern combines exquisite beauty and great strength and fastness of coloring. This is the first time in all the history of homefurnishings in which the American public has ever been given a chance to secure carpeting of this high character for their homes, without being compelled to pay fancy cash prices. Here is your opportunity to secure a carpet, the best homes are proud to own, for only $1.19 yer yard, and you are allowed to use the carpet in your home while paying the price in small monthly installments. Carpet without border sewed free. With border 5c per yard extra. Estimates cheerfully and promptly furnished, showing how many yards of carpet are required for rooms of odd sizes provided you furnish an accurate diagram of your floor.

27L-205. Velvet Carpet,
our price, per yard.....**$1.19**
Border to match, our price, per yard....$1.19

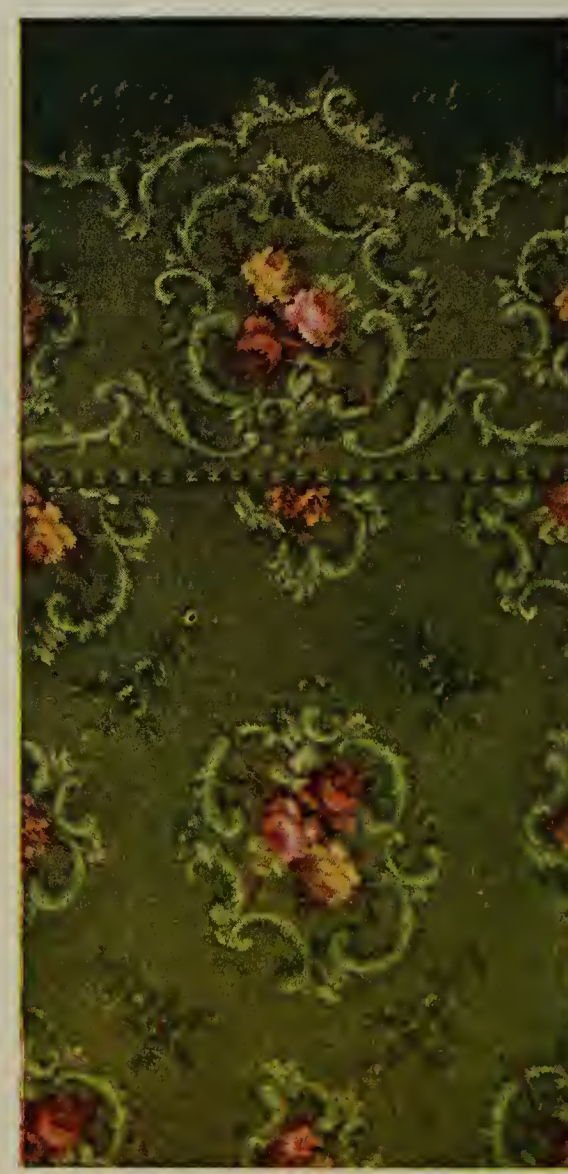
27L-206. SILTEX AXMINSTER CARPET, 27 inches wide. For complete description see 27L-206, page 183 of our Catalogue.
Our price, per yard.....**$1.42**
22½ inch Border to match, our price, per yard..**$1.42**

27L-207. SILTEX AXMINSTER CARPET, 27 inches wide. For complete description, see 27L-207, page 183 of our Catalogue.
Our price, per yard.....**$1.42**
22½ inch Border to match, our price, per yard..**$1.42**

27L-208. SILTEX AXMINSTER CARPET, 27 inches wide. For complete description see 27L-208, page 183 of our Catalogue.
Our price, per yard.....**$1.42**
22½ inch Border to match, our price, per yard..**$1.42**

27L-209. ROYAL MILTON AXMINSTER CARPET, 27 inches wide. For complete description, see 27L-209, page 183, of our Catalogue.
Our price, per yard.....**$1.65**
22½ inch Border to match, our price, per yard..**$1.65**

27L-210. ROYAL MILTON AXMINSTER CARPET, 27 inches wide. For complete description, see 27L-210, page 183 of our Catalogue.
Our price, per yard.....**$1.65**
22½ inch Border to match, our price per yard..**$1.65**



27L-211. ROYAL MILTON AXMINSTER CARPET, 27 inches wide. For complete description, see 27L-211, page 183 of our Catalogue.
Our price, per yard.....**$1.65**
22½ inch Border to match, our price, per yard..**$1.65**

27L-221. BEAU COURT AXMINSTER RUG. For complete description, see 27L-221, page 185 of this catalogue.
Our price, 8¼x10½ ft. ($3.00 cash, $1.50 a month) **$22.95**
Our price, 9x12 ft.
($3.75 cash, $1.75 a month) **$26.95**

27L-222. BEAU COURT AXMINSTER RUG. For complete description, see 27L-222, page 185, of this catalogue.
Our price, 8¼x10½ ft. ($3.50 cash, $1.75 a month) **$23.85**
Our price, 9x12 ft.
($4.00 cash, $2.00 a month) **$27.85**

27L-223. BEAU COURT AXMINSTER RUG. For complete description, see 27L-223, page 185 of this catalogue.
Our price, 8¼x10½ ft. ($3.50 cash, $1.75 a month) **$24.50**
Our price, 9x12 ft.
($4.50 cash, $2.00 a month) **$28.75**

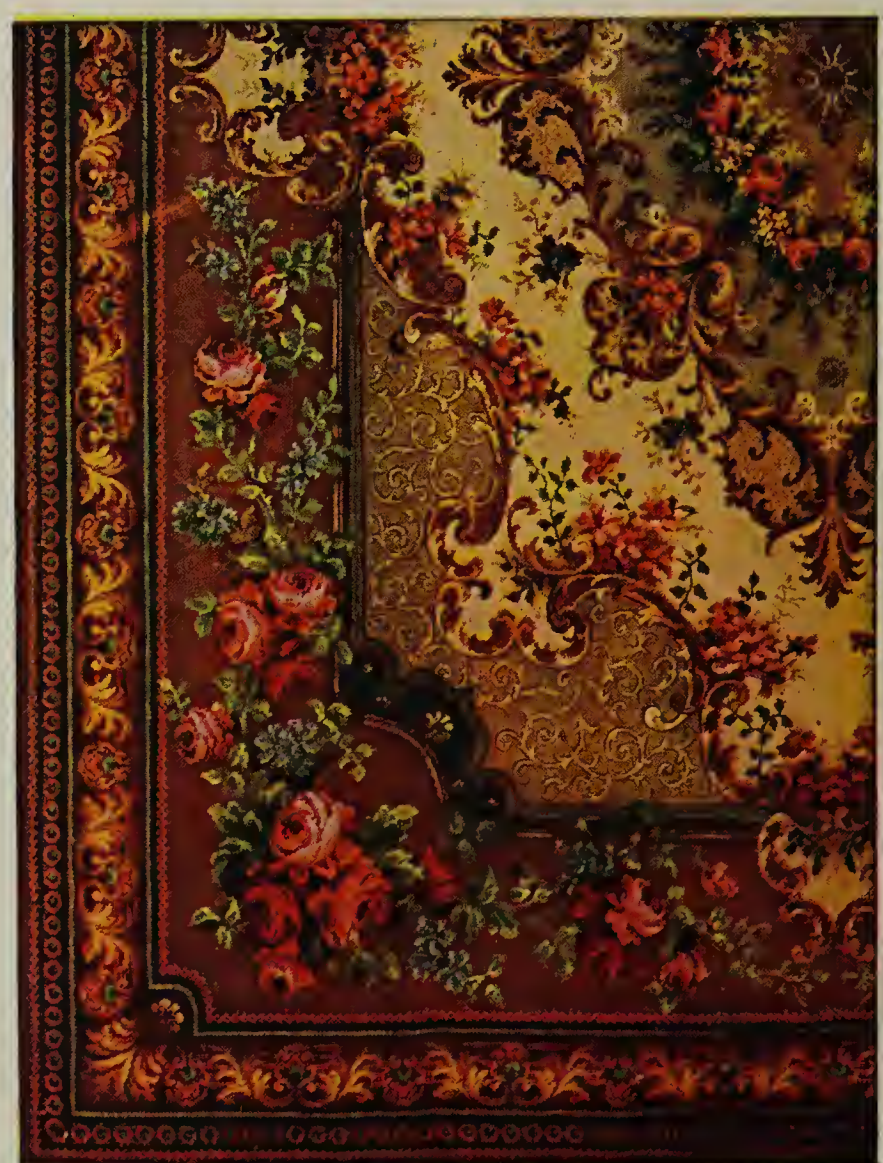
27L-224. BEAU COURT AXMINSTER RUG. For complete description, see 27L-224, page 185 of this catalogue.
Our price, 8¼x10½ ft. ($3.50 cash, $1.75 a month) **$24.85**
Our price, 9x12 ft.
($4.50 cash, $2.00 a month) **$29.50**

FOR DETAILED DESCRIPTIONS OF THE FOLLOWING AXMINSTER RUGS, SEE PAGE 185.

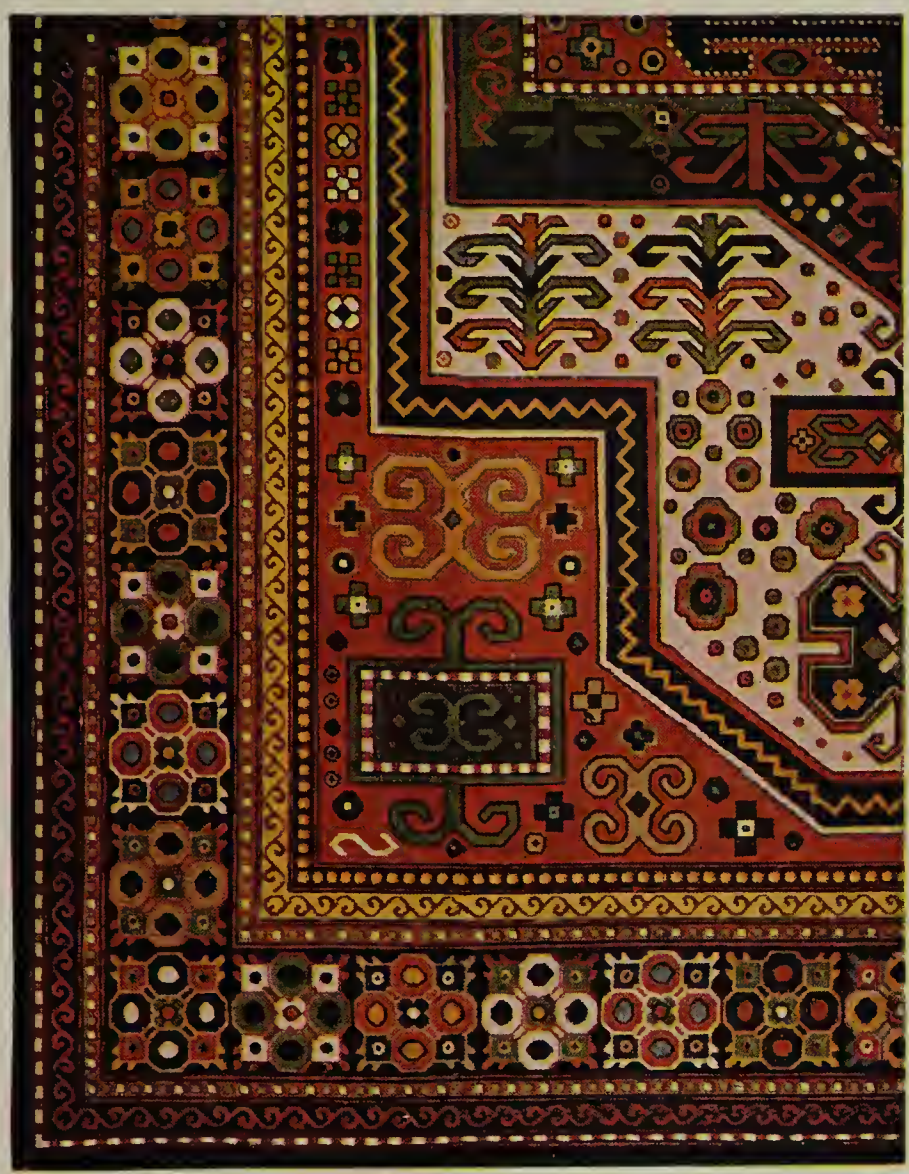
27L-225. COURT ROYAL AXMINSTER RUG. For complete description, see 27L-225, page 185 of this catalogue.
Our price, 8¼x10½ ft. ($3.50 cash, $1.75 a month) **$25.95**
Our price, 9x12 ft. ($4.50 cash, $2.00 a month) **$29.95**

27L-226. COURT ROYAL AXMINSTER RUG. For complete description, see 27L-226, page 185 of this catalogue.
Our price, 8¼x10½ ft. ($3.50 cash, $1.75 a month) **$25.95**
Our price, 9x12 ft. (4.50 cash, $2.00 a month) **$29.95**

27L-227. COURT ROYAL AXMINSTER RUG. For complete description, see 27L-227, page 185 of this catalogue.
Our price, 8¼x10½ ft. ($3.75 cash, $1.75 a month) **$26.50**
Our price, 9x12 ft. ($5.00 cash, $2.50 a month) **$30.50**



27L-228. COURT ROYAL AXMINSTER RUG. For complete description, see 27L-228, page 185 of this catalogue.
Our price, 8¼x10½ ft. ($3.75 cash, $1.75 a month) **$26.50**
Our price, 9x12 ft. ($5.00 cash, $2.50 a month) **$30.50**



27L-229. COURT ROYAL AXMINSTER RUG. For complete description ,see 27L-229, page 185 of this catalogue.
Our price, 8¼x10½ ft. ($4.00 Cash, $2.00 a month) **$28.45**
Our price, 9x12 ft. ($5.00 Cash, $2.50 a month) **$32.45**

27L-230. COURT ROYAL AXMINSTER RUG. For complete description, see 27L-230, page 185 of this catalogue.
Our price, 8¼x10½ ft. ($4.00 Cash, $2.00 a month) **$28.45**
Our price, 9x12 ft. ($5.00 Cash, $2.50 a month) **$32.45**

27L-231. GENUINE TURKORO BODY BRUSSELS RUG. For complete description, see 27L-231, page 185 of this catalogue.
Our price, 8¼x10½ ft. ($5.00 Cash, $2.50 a month) **$32.50**
Our price, 9x12 ft. ($5.00 Cash, $2.50 a month) **$35.00**

27L-232. GENUINE TURKORO BODY BRUSSELS RUG. For complete description, see 27L-232, page 185 of this catalogue.
Our price, 8¼x10½ ft. ($5.00 Cash, $2.50 a month) **$32.50**
Our price, 9x12 ft. ($5.00 Cash, $2.50 a month) **$35.00**

 FOR DETAILED DESCRIPTIONS OF THE "DELTA" AND "CAMBRIDGE" RUGS SHOWN BELOW, SEE PAGE 185.

27L-563. GENUINE TAPESTRY BRUSSELS RUG, with a very fancy design and rich coloring. A very useful article, greatly superior to the odd pieces of carpet sold elsewhere at far above our figures. The edges are neatly bound and well made fringe is on both ends. You will want several of these handsome rugs in your home. Be sure to include them in your next order.
Our price, 27x54 inches, each **$1.26**

27L-112. A HIGH GRADE VELVET RUG, easily worth the 36c difference between this and our Tapestry Brussels rug. Especially useful in bedrooms. In fact, there is no part of the house where one of these rugs will not prove useful. Near fire place, in the bath room, in doorways, etc., suggest themselves. Be sure to include several of these in your order.
Our price, 27x54 inches, each..... **$1.62**

27L-233. VELVET RUG, size 27x54 inches. Only the very best grades of yarns are used in the making of the rug you will get from us. Here is your chance to get a genuine Elysian Velvet, quality guaranteed to be the best, and the price (size 27x54 inches), is only..... **$1.95**

27L-234. VELVET RUG, size 27x54 inches. This is a rug of unusual beauty; design well executed and colors absolutely fast. It is an exact copy of a genuine Turkish rug. Our reduced price makes it a bargain worth having. Size 27x54.... **$2.15**

THE TWO RUGS OR ART SQUARES BELOW ARE CAMBRIDGE RUGS.

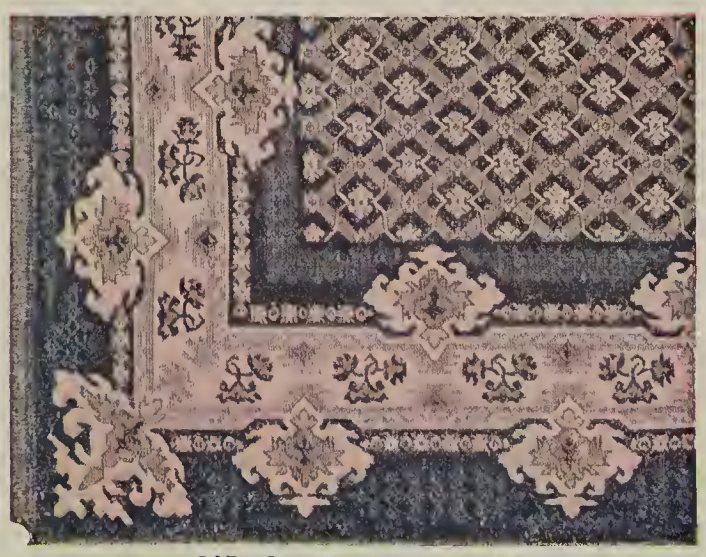
PATTERN NO. 27L-160, CAMBRIDGE RUG.

Cambridge Rugs

Size, 9x9 ft. Price **$4.85**
Terms: 75c cash, 50c a month.

Size, 9x10½ ft. Price..... **$5.65**
Terms: 75c cash, 50c a month.

Size, 9x12 ft. Price **$6.45**
Terms: 75c cash, 50c a month.



PATTERN NO. 27L-161, CAMBRIDGE RUG.

The above are the two choicest patterns of Reversible half wool Ingrain Rugs or Art-Squares ever placed on the market. They are entirely new for the season. Made for us under contract in immense quantities. Our price is actual cost of production with a small profit added. For detailed and accurate description of patterns, Nos. 27L-160 and 27L-161, see page 185.

THE TWO RUGS OR ART SQUARES BELOW ARE DELTA RUGS.

PATTERN NO. 27L-162, DELTA RUG.

Delta Rugs

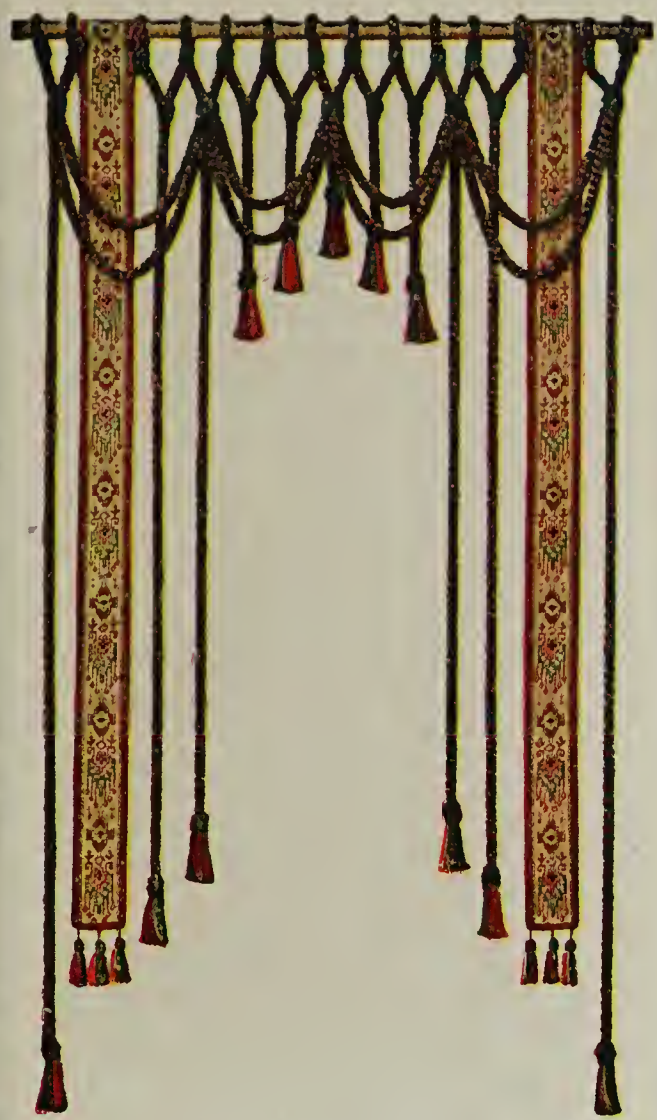
Size, 9x9 ft. Price **$5.95**
Terms: 75c cash, 50c a month.

Size, 9x10½ ft. Price..... **$6.95**
Terms: $1.00 cash, 50c a month.

Size, 9x12 ft. Price **$7.95**
Terms: $1.25 cash, 75c a month.

PATTERN NO. 27L-163, DELTA RUG.

We show above faithful photographic reproductions of our two best patterns in C. C. Ingrain Rugs or Art Squares. The pictures will give you a fair idea of the rich beauty of these rugs. To appreciate their full beauty you must see the rugs themselves. Make a selection of one and we will send it to you on trial. If it fails to suit you, we send you back your money. For further details turn to page 185 and read description under "Delta Rugs."

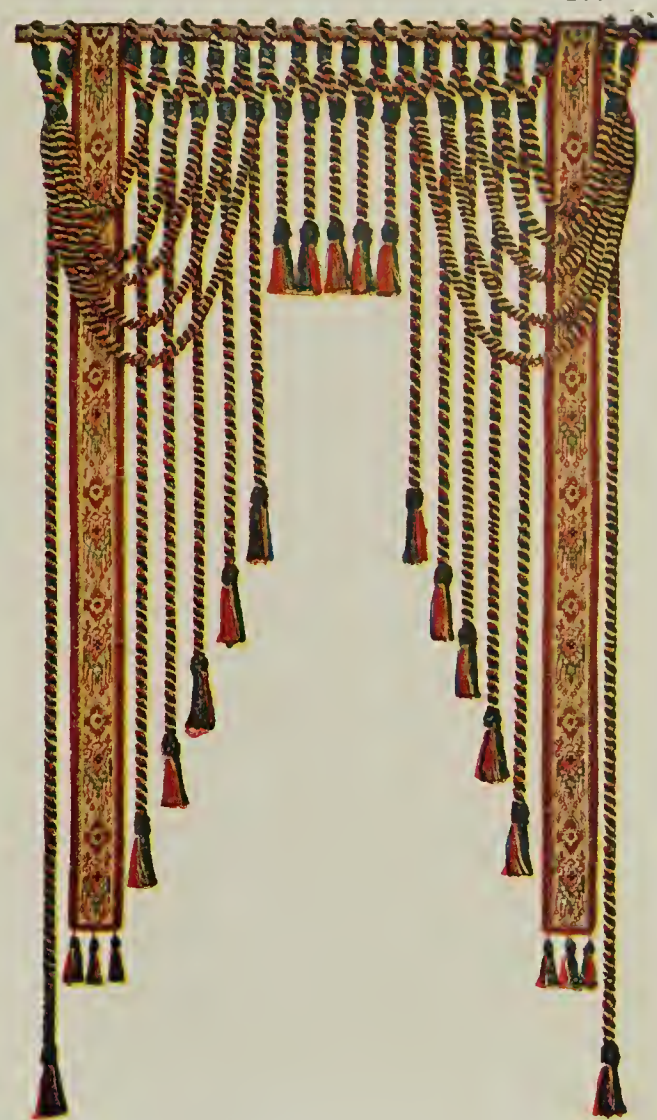


27L-237. COMBINATION VELVET CORD AND TAPESTRY BAND PORTIERES. This is the very latest style in portieres. It is full length, has two 4-inch double-faced tapestry bands and heavy ¾-inch velvet cords with silken tassels. Can be furnished in red or green. In ordering, be sure to indicate choice. If you want something up-to-date, order these patterns.
Our price, each..... **$3.95**

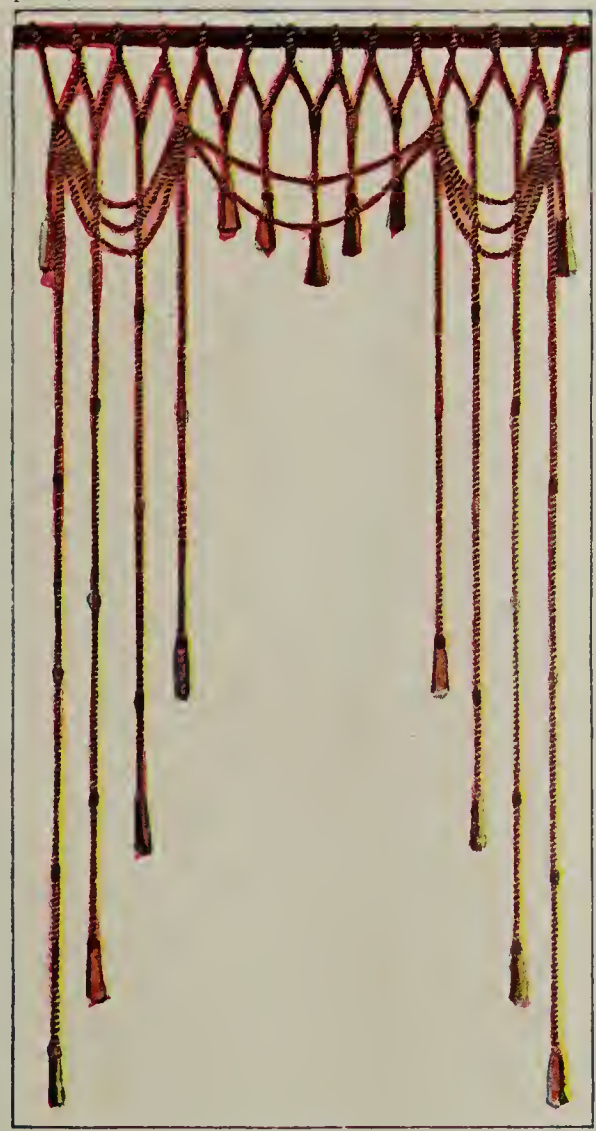
27L-238. COMBINATION VELVET CORD AND TAPESTRY BAND PORTIERES. It is made of the best quality materials and is quite heavy. Note it has four double-faced 4-inch bands, trimmed with silken tassels. These portieres are especially pretty hung in low doorways. Colors, brown and red.
Our price, each..... **$4.75**
75c Cash, 50c a month.

SPECIAL NOTICE.

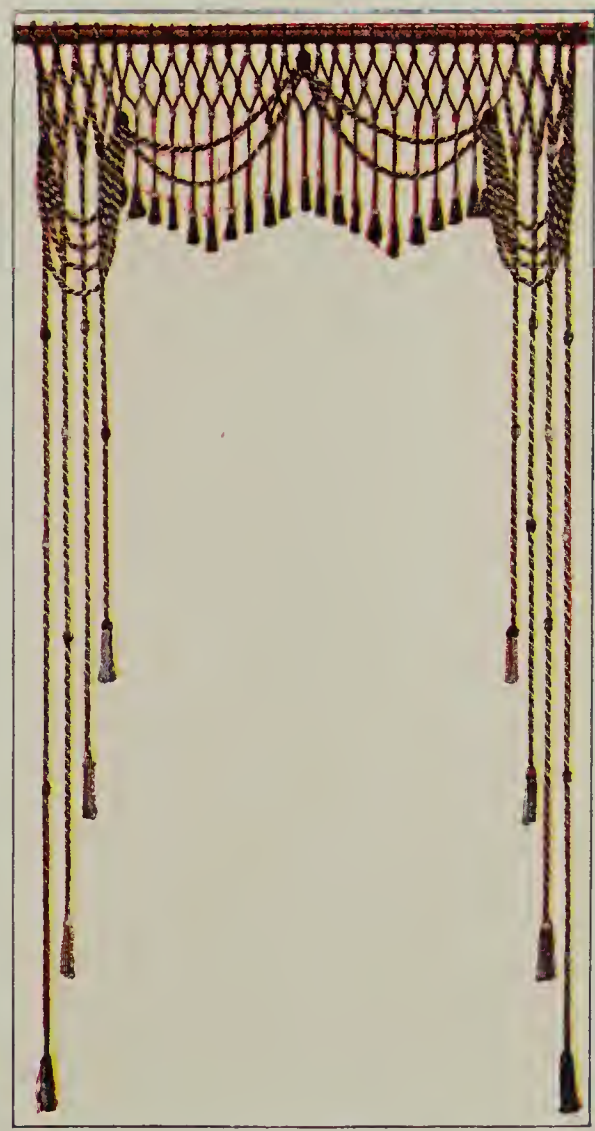
These combination velvet cord and tapestry portieres are of the very latest ideas in door drapery. Large city dealers are asking fancy prices for qualities even inferior to those shown herewith. Feeling certain that our host of friends and patrons will be delighted to place a pair of these beautiful portieres in their homes, we purchased an immense quantity from a large mill, hence our amazingly low prices. Now, don't pay fancy prices for these portieres, but take advantage of our offer and get them at very reasonable figures.



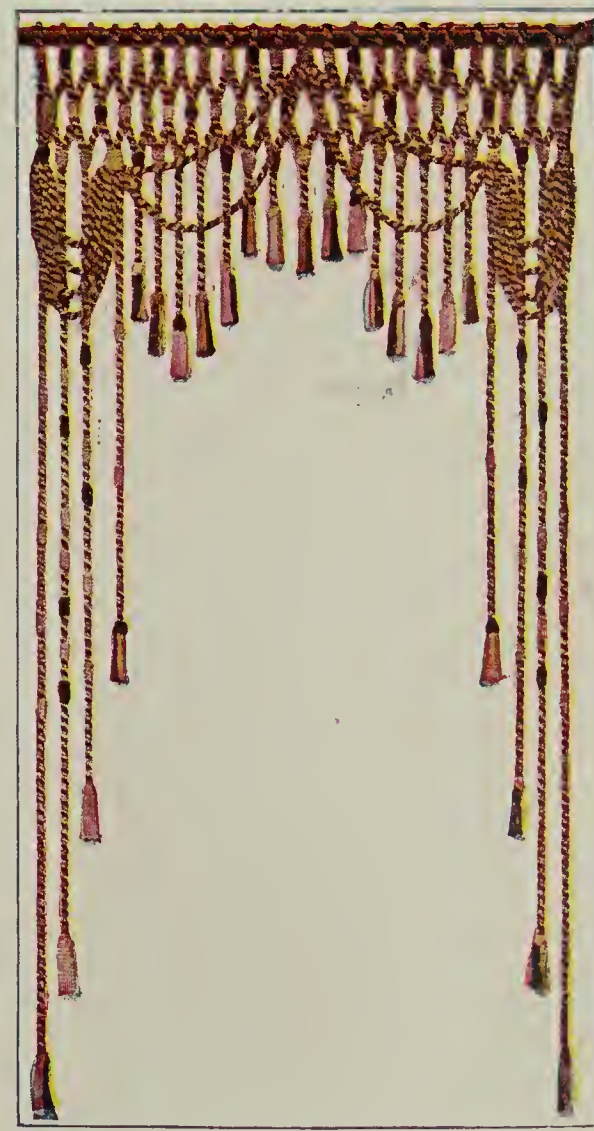
27L-239. COMBINATION VELVET CORD AND TAPESTRY BAND PORTIERES. Very heavy, full length, made of the choicest materials, and prices at ¼ less than its real value. It is trimmed with two 4-inch double-faced bands, and ¾-inch velvet cords with silken tassels. Colors, green or red.
Our price, each..... **$5.25**
75c Cash and 50c a month.



27F-172. ROPE PORTIERES. A neat and pleasing pattern, made of fancy half inch ruffed cord. Can be had in red, green or tan. State preference. 7½ feet long; extends from 3½ to 5½ feet.
Price, each..... **$1 95**



27F-173. FANCY ROPE PORTIERES. Made of ⅛-inch hard twisted cord. Has large tassels. Very pretty design. Colors: red, green or tan. State preference. 7½ feet long; extends from 4 to 7 feet.
Price, each..... **$2.85**



27F-174. EXTRA HANDSOME PORTIERES. Made of large ⅝-inch fancy ruffed cord. A magnificent Portiere. Colors: red, green or tan. State preference. 7½ feet long; extends from 5 to 7½ feet.
Price, each..... **$3.95**

27L-240, ARTLOOM TAPESTRY CURTAIN, This is our special leader and is a splendid value in high grade tapestry curtains. Remember we furnish a pair of these curtains for $1.89, not merely a single curtain. The red and green as illustrated above will always be sent, unless otherwise ordered. Can be furnished also in green, red and olive and rose. Size, 3 yards long by 32 inches wide.
Our price, per pair **$1.89**

27L-241. A VERY POPULAR PAIR OF ARTLOOM TAPESTRY CURTAINS OR PORTIERES. Particularly adapted for halls, dining rooms dens or cozy corners. The above is an exact picture of the curtains themselves which are made of very fine material in beautiful colors. The bright red as illustrated is especially attractive, and unless otherwise ordered will be supplied. Other colors are green, red and green, and olive and rose. Size 3 yards long by 34 inches wide.
Our price, per pair **$2.48**

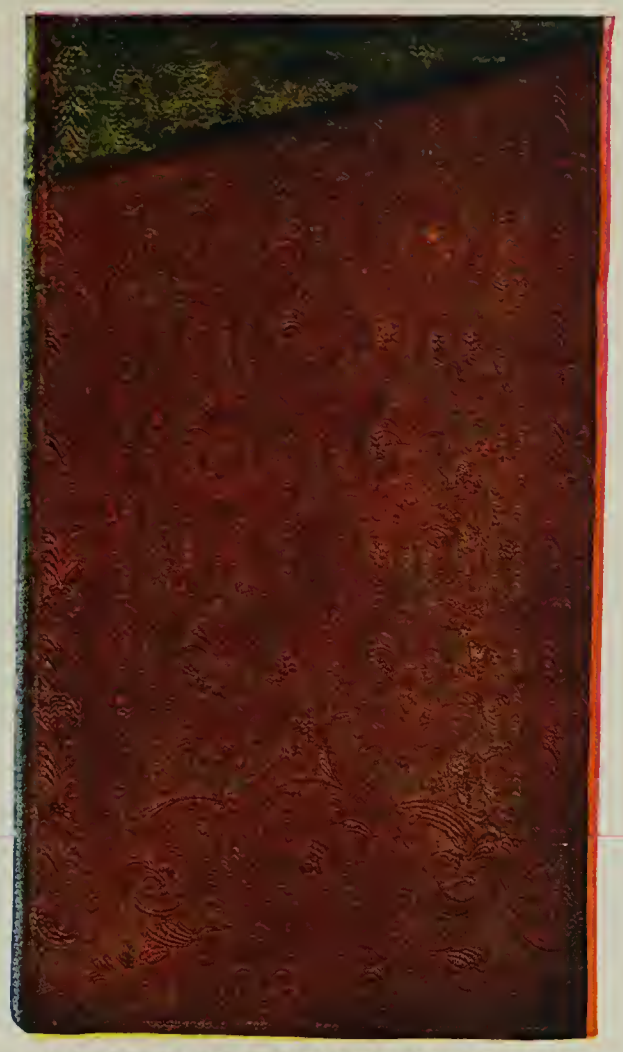
27L-242. ARTLOOM TAPESTRY CURTAINS. Something rich in the way of tapestry curtains. We ask less for these curtains than you would have to pay elsewhere for an inferior quality. These curtains are made for us on contract compelling the use of the best grades of material only. They are curtains of superior weave and the following colors: Green, red, red and green and olive and rose. Size 3 yards by 50 inches.
Our price, per pair **$2.95**

27L-243. ARTLOOM ARMURE TAPESTRY CURTAINS. Specially priced at $3.95 a pair. It is heavier and better than any curtain offered for that price. It has mercerized figures and silken tassels. Can be made to hang very gracefully, and it imparts a pleasing effect wherever hung. Colors: brown and green, olive and rose, red and green, green or red. Size, 50 inches wide and 3 yards long.
Our price, per pair **$3.95**

27L-244. ARTLOOM ARMURE TAPESTRY CURTAINS. ROCCO DESIGN WITH BEAUTIFUL BORDER and dado in contracting color thrown out on a plain center. Made in two-tone effects of red, green, and contrasting combinations of red and green, and olive and rose. Heavily tasseled fringe at top. Size, 3 yards long by 50 inches wide.
Our price, per pair **$4.45**

27L-245. ARTLOOM TAPESTRY CURTAINS. This very handsomely designed pair of tapestry curtains is made of a very fine quality of Armure Tapestry. It is made in two-tone color effects of red or green, and the two-color combinations of red and green, green and brown and olive and rose. Unless otherwise ordered, color shown will be sent. Size 3 yards by 50 inches.
Our price, per pair **$5.35**
75c Cash, 50c a month.

27L-246. HERE IS AN ALL-MERCERIZED ARTLOOM TAPESTRY CURTAIN. This is the class of drapes handled by exclusive shops in large cities and priced at $10 to $12 a pair. Our popular price is only $6.45. Figure what we save you. Comes in solid colors with very fine lustre; colors: red, green, olive and brown. Size 3 yards long by 50 inches wide.
Our price, per pair..... **$6.45**
75c Cash, 50c a month.



27L-247. DUPLEX ARTLOOM TAPESTRY CURTAINS, WITH A DIFFERENT COLOR ON EACH SIDE. This double color curtain is made only of the most select materials, very closely woven, the same as you will find in curtains at $12 to $15 a pair. Colors: red and green, olive, nile and rose; solid colors of red or green. Size 50 inches wide, by 3 yards long.
Our price, per pair..... **$7.35**
$1.00 Cash, 50c a month.

27L-248. ARTLOOM TAPESTRY CURTAIN of a very fine quality with a beautifully figured 4-inch band. This is our leader in a bordered curtain and our price of $4.10 a pair is unusually low. If we asked $6.50 you would be paying what they are really worth. This pair can be furnished in green, red, olive or brown. It measures 3 yards long by 43 inches wide, with 4-inch border.
Our price, per pair..... **$4.10**

27L-249. ARTLOOM TAPESTRY CURTAIN, made of the best grade of Armure tapestry, and trimmed with an imported 5-inch tapestry border. Artloom is that superior quality found in the best homes in the land, so that you can judge the great value here offered at only $5.25. It can be supplied in the following colors: red, green, olive or brown. Size 3 yards long by 50 inches wide.
Our price, per pair..... **$5.25**
75c Cash, 50c a month.

27L-250. ARTLOOM TAPESTRY CURTAIN. This curtain is of an exceptionally fine quality, and is very popular in well-to-do homes. We purchased a large number of them and have brought this price down within the reach of all. A good idea of its quality may be had if it is compared to curtains selling regularly at from $10 to $12. Colors: red, brown, green or olive. Size 50 inches wide and 3 yards long.
Our price, per pair..... **$6.45**
75c Cash, 50c a month.

27L-251. ARTLOOM TAPESTRY CURTAINS AT $8.95 A PAIR. This is the most elegant pair of drapes ever placed on the market. It is made of the choicest, extra weight full mercerized Armure Tapestry and is trimmed with an imported 6-inch tapestry band or border in colors to match the curtains. The latter comes in brown, red, green or olive. Size 50 inches wide and 3 yards long.
Our price..... **$8.98**
$1.25 Cash, 75c a month.

Exceptionally Fine Value, $1.25

27L-252. ROMAN STRIPED ARTLOOM COUCH COVER, $1.25. Considering quality, the lowest priced couch cover on the market. It is a Roman stripe of a very good design and coloring. It is made 50 inches wide and 3 yards long.
Our price. **$1.25**

Greatest $2.25 Worth Shown

27L-253. BAGDAD ARTLOOM COUCH COVER, $2.25. Here is something really handsome in the way of a Couch Cover. It is made of a very fine material and is what is known as a Bagdad. It is an Oriental pattern in an excellent combination of colors and is 60 inches wide and 3 yards long. Positively the greatest bargain ever listed.
Our price **$2.25**

Our Choice Bargain Offer, $2.75

27L-254. ORIENTAL ARTLOOM COUCH COVER, $2.75. Very latest style and coloring. Quality of material not sacrificed for style. It is of the very best. The above picture is a faithful reproduction of the design and colors, and is made 60 inches wide and 3 yards long. Has a handsome fringe all around and is fine enough for any room.
Our price. **$2.75**

Couch Cover Greatly Reduced, $3.25

27L-255. FINE QUALITY ARTLOOM BAGDAD, $3.25 An exquisite design in a Bagdad couch cover. Positively, we are selling it at one half less than its real value. We made a very large contract with the mill and are in a position to sell it at a greatly reduced figure. The most expensive couch is not too good for this cover. Furnished in 60-inch widths and 3 yards long.
Our price. **$3.25**

75c Cash, 50c a Month

27L-256. PERSIAN ARTLOOM COUCH COVER, $5.25. Extra heavy in weight and will last a life-time. Of the most exquisite coloring and rich in design. It is of the same quality of goods as fine table covers are made, its quality is therefore beyond reproach. Size, 60 inches wide by 3 yards long. Order it, if not found satisfactory it may be returned to us and we will refund every cent paid out by you.
Our price. **$5.25**
75c Cash, 50c a month.

Most Elegant Couch Cover, $6.75

27L-257. ARTLOOM GOBELIN TAPESTRY COUCH COVER, $6.75. Just think! For only $1.00 cash and 50c a month, you can get yourself this beautiful exclusive high grade Gobelin couch cover, a drape that will last you as long as you live and one which you will proudly show your friends. Place it on your couch and it will lend a tone of refinement to the entire room. It is like having a genuine oil painting on the wall. Size, 60 inches wide by 3 yards long.
Our price **$6.75**
$1.00 Cash, 50c a month.

Department Of Carpets and Rugs

Linoleum, Oil Cloth, Couch Covers, Portieres

Our Leadership

The People's Outfitting Co. of Detroit, Mich., is known all over the United States as headquarters for Carpets and Rugs. We sell more of these goods than any other mail-order concern on earth. We are exclusive agents in America for the famous "Tiger" and "Sultan" Rugs (and represent the Mills direct throughout our entire magnificent line).

Honest Representation

We give greater value to each square inch of carpet than any other concern in existence. Our grades are just exactly as represented—they are genuine and you can depend absolutely on the pictures shown and the descriptions given in this book.

Highest Quality

A carpet or rug may look well when it is brand new and yet its fine appearance will be only temporary if the quality is not there. We have guarded against the use of inferior dyes and yarns by our exacting requirements of the great Mills. We have required them to install special machinery in order to produce a superior weave that will withstand the hardest wear. By this splendid process and the use of the choicest yarns, the fabrics from these looms are the finest in the world, possessing that wear-resisting quality not found in any but our own.

Honest Prices

To all we sell at factory prices—no middlemen of any kind get profit on our goods. We defy any concern in the world to equal the low prices on the same quality of goods as are shown in this department. Don't be fooled by catch prices on shoddy goods. It doesn't pay to buy floor coverings that will not stand the test of time. Our carpets and rugs have real quality—they have lasting quality as well as rare beauty.

Rich New Patterns

The beautiful patterns shown in this book cannot be surpassed. Many of our styles are exclusive because our contracts often include the entire product of certain looms. We combine our orders for our great city stores and our immense mail-order institution and get the very choicest patterns and the richest and most beautifully blended colorings that can be produced.

The Color Illustrations

give our customers an exact idea of the handsome designs and rich colorings of the carpets, rugs, draperies, etc., we handle. The pictures are so perfect in every detail that you can see just how the carpets, rugs, linoleum, curtains, etc., actually look.

The goods themselves look even better than the pictures, so that you are sure to be more than pleased with your bargain. In ordering always state catalogue number.

Waste Prevented

The reason we can cut carpet with so little waste is that we have several rolls in stock all the same, of the various patterns and grades, and by cutting several rooms of the same pattern together, we do away with much waste, thus making a saving for our customers.

We allow 6 inches on each width of carpet, where it has to be cut and matched to fit a room. That amount provides for 3 inches to be turned under on each end which makes the carpet lie better and gives the tacks a better hold when the carpet is laid.

All ingrain carpets will shrink a little when cut from the roll, so the amount we allow is right. No carpet can be cut just exact on the thread and laid right. If that is done, the carpet will be too small for the room and has to be stretched so that it is liable to pull apart and wear out more quickly.

It's a good idea to send a diagram of your room, showing all the projections and giving all the dimensions. Send enough money to cover first cash payment. When we have figured out your diagram and amount of carpet actually used we will give the exact cost. As a rule there is bound to be some waste.

Free Sewing

For sewing and matching plain carpets without a border we make no charges. For making carpets with border our charge is 5 cents per yard. We guarantee to sew and match your carpet absolutely perfect.

Carpet Samples Free

We will gladly send samples of any grade of carpet you may wish to purchase.

All we ask you to send us is the catalogue numbers of the carpet for which you desire samples.

It is not necessary, however, that you send for samples because each pattern is shown, on pages 160 to 175 of this catalogue, in its genuine colors, so that the pictures represent exactly how the carpets look. For quality read the description of each grade on pages 178 to 180.

We do not furnish samples of Rugs, Linoleum, Oil-Cloth or Matting.

GREATEST VALUES EVER OFFERED

LATEST DESIGNS MOST POPULAR PATTERNS

Department Of Carpets

FOR TABLE SHOWING NUMBER OF YARDS OF CARPET REQUIRED FOR ROOMS OF DIFFERENT SIZES, SEE PAGE 187

Detailed Description of the grades of Carpets illustrated in their actual colors on pages 161 to 167

Ingrain Carpets

Description of Pattern Nos. 27G-176, 27G-177 and 27G-178

Unsurpassed Value in Majestic Ingrain Carpet at 32c per yard

We list herewith the very best Carpet in the world at the price. The experienced purchaser will immediately note a handsome saving compared to the local dealer's price. This carpet is made perfectly reversible, with the pattern on either side. It has a hard, smooth surface, that can be easily swept and kept free from vermin. It weighs 12 ounces to the yard and is 36 inches wide. For colored illustrations of these patterns see page 161 of this book.

Be sure to give correct number of your selection. Go over your order to make sure everything is correct. Our price per yard..... **32c**

Description of Pattern Nos. 27G-179, 27G-180 and 27G-181

In this line of "Royal" Velvet Ingrain Carpet we are hard to beat at 38c

This quality of carpet corresponds to that sold by your local dealer or by regular carpet dealers in the large cities at 45c to 50c per yard. It has proven to be a very durable, therefore a most satisfactory carpet for ordinary purposes. It is perfectly reversible and we show the choicest and most popular patterns in color plates on page 161 of this catalog, numbers corresponding to those given above. It is a softer carpet than our Majestic Ingrain and well worth even double the difference in price. This carpet cannot be duplicated at our price. Width, 36 inches. Shipping weight, 15 ounces to the yard.

In ordering be sure to give correct catalog number. We will not be responsible for mistakes of this character. Our price, per yard..... **38c**

Description of Pattern Nos. 27G-182, 27G-183 and 27G-184

Our Imperial Cotton Union Ingrain Carpet at 43c per yard is the other fellow's 50c Value

This is an all-cotton Carpet of handsome patterns as shown on color plate on page 161 of this catalog. It has excellent wearing qualities and its colors are as fast as can be in a carpet of this grade. We closely examine each piece of carpet before shipping, for quality and pattern, checking it up with your order. Therefore, it is very important that you always give correct catalog number of your selection. It may readily be seen how the slightest change of a figure will result in an entirely different pattern being shipped. This carpet comes in 36-inch strips and weighs 18 ounces to the yard. For exact color illustration of these numbers see color plates whose catalog numbers correspond to those given above on page 161. Our price, per yard..... **43c**

Description of Pattern Nos. 27G-185, 27G-186 and 27G-187

Orient Quarter-Wool Union Ingrain, 46c per yard

This is a splendid Ingrain and we doubt if anything to equal it is sold elsewhere at our figure. It is made with ¼-wool filling and we guarantee it to be thoroughly honest all the way through. We guarantee that it will give better wear than any other carpet represented to be quarter wool and cotton ingrain. The yarns are thoroughly cleaned and the finished product is carefully examined before leaving the factory, and examined again before leaving our carpet department. We show colored plates on page 162 of this catalog of three patterns from which selection may be made. These patterns are the handsomest we have in stock. In fact, they are the prettiest on the market. Size, 36 inches wide. Weight 19 ounces per yard. See numbers in color section (page 162) corresponding to those given above.

Be sure to give the correct number of the pattern selected. Our price, per yard..... **46c**

Description of Pattern Nos. 27G-188, 27G-189 and 27G-190

Continental Half-Wool Union Ingrain, only 50c per yard

Here is a full 2-ply standard quality Ingrain Carpet with a half-wool filling. Note the beautiful patterns as illustrated on color plate on page 162 of this catalog. They are our very best patterns and are in natural colors.

Be sure to give the correct number of the pattern chosen. Especial care is taken by the manufacturer in the making of this grade. The yarns are carefully selected and thoroughly cleaned. Then, not a piece of carpet is allowed to find its way on the market unless it is in perfect shape. This carpet is suitable for dining rooms, parlors, halls, etc. Of the thousands of customers whom we have supplied with this grade of floor covering we have yet to hear the first complaint. It has a standard width of 36 inches, and weighs 20 ounces to the yard. See color plates 27G-188, 27G-189 and 27G-190 on page 162, for an exact reproduction of this carpet. Our price, per yard..... **50c**

Description of Pattern Nos. 27G-191, 27G-192 and 27G-193

The People's "New York" C. C. Ingrain, now 62c per yard

This carpet is made with a selected cotton chain or warp and an all-wool filling consisting of thirteen wool threads to the inch. We offer this "13-pair goods" at less per yard than your local dealer will ask for "12-pair goods," and this is made possible only by the tremendous purchasing power of our great organization. We court comparisons. You may order this carpet with the distinct agreement and understanding that if it is not all we represent, you may return it to us at our expense and we will immediately refund your money and pay all freight charges besides. Note the bright and attractive colors, as shown in our color plates and the three patterns shown are the very best and most desirable manufactured. See numbers 27G-191, 27G-192 and 27G-193, on page 162 in our color section. Remember this carpet comes in uniform width of 36 inches, and weighs 20 ounces to the yard. Our price, per yard..... **62c**

Description of Pattern No. 27E-518

The Peoples's "Poco" C. C. Ingrain, only 66c per yard

Our "Poco" Ingrain is a superior "13-pair" carpet made with fine cotton chain and superior quality, extra weight, strictly all wool filling. This carpet is of a special weave and fine texture, insuring the longest possible wearing qualities. The difference between our "New York" and "Poco" C. C. Ingrain Carpet is explained in the difference in weight. The latter being of a different pattern requires more wool to the square inch. The extra handsome patterns are something new and exclusive and have already become very popular in our city stores. Pursuant to our true policy of adding only one small profit to actual production price, we are offering this superior quality carpet at only 66c per yard. This means a great saving to you over your regular dealer's price or that of a regular mail order house. It's positively the greatest value ever put into an ingrain carpet at the price. It weighs 21 ounces to the yard. See No. 27E-518 in color section, on page 163 of this catalog. Our price per yard.... **66c**

Description of Pattern Nos. 27E-519, 27E-520

The People's "Rex" C. C. Ingrain reduced to 68c per yard

Such brands as our "New-York," "Poco" and "Rex" ingrains are not to be found in country stores because they are of especial weave made exclusively for the People's Outfitting Co. under special contract. We are very exacting on the mills regarding our carpets and insist on something "better." We know that is the way to hold our customers and we have established a tremendous carpet trade by our conscientious, prudent and fair methods. When you order "Rex Ingrain" you are paying less than others charge for the ordinary, and are getting superior all-wool filled wear-resisting carpet. Better goods for less money, is our motto, and our carpet section lives up to the motto in the strictest sense. This is "13-pair goods," extra heavy all-wool filling, bright, attractive new patterns. The difference in weight explains the difference between our "Poco" and "Rex" C. C. Ingrain Carpet patterns. The illustrations numbered 27E-519 and 27E-520 in color section on page 163 show faithfully the beauty of the colorings and are accurate reproductions of the carpet itself. These are full reversible patterns selected with great care and represent the handsomest and most popular designs. In ordering be sure and check up your order slip to see that you give the correct catalog number of pattern chosen. Weight, 21½ ounces to the yard. All of our ingrain carpet is full 36 inches wide. Our price, per yard..... **68c**

Description of Pattern No. 27E-523

We have thousands of yards of "Poco" All-Wool Ingrain at 74c the yard

We offer this carpet solely on its merits, and cheerfully recommend it to be the best yard wide carpet for the price on the market. Send for samples and compare it to other carpets represented to be of the same grade.

This carpet is made of selected stock, strongly and closely woven. It has 1080 ends of warp and 13 pairs of filling to the inch. Note this point carefully. It marks the difference between the "People's" all wool ingrain and those sold elsewhere at our figure. Carpet of this quality usually sells as high as 95c per yard, and is good value even at that price. It is made of the finest material, closely woven, and as to the quality of this carpet, we have yet to hear the first word of criticism. We show in our color plates our latest and best pattern in its natural colors from which you may judge of its beauty. See three-color illustration of this pattern on page 163 of this catalog. Look for No. 27E-523. To avoid any possible chance of receiving the wrong pattern be sure to give correct catalog number.

Remember, this carpet is all wool and a yard wide and weighs 22 ounces to the yard. Our price per yard..... **74c**

Description of Pattern Nos. 27E-521, 27E-522, 27E-524, 27E-525 and 27E-526

"Rex" Special All-Wool Ingrain, 79c per yard

This extra grade All-Wool ingrain was made by the mills exclusively for us and according to our special orders. It is closely woven in such a manner as to give it greater wear-resisting qualities. This ingrain cannot be compared with that sold by other houses at from 85c to $1.00 per yard, because ours is of a superior quality—made so as to last longer and stand more wear. Every thread of this carpet is of thoroughly scoured and cleaned stock. It has 1080 ends of warp and 13 pairs of filling to the inch. We recommend this carpet—we guarantee it. Look at the five different patterns, Nos. 27E-521, 522, 524, 525 and 526 on page 163 in colored section, make your choice and send in your order for the best all-wool, yard wide carpet ever sold at such a low price. You will find the slight advance in price of this "Rex" All-Wool Ingrain over that of the "Poco" All-Wool well worth it, as it is a heavier carpet and better woven. It measures 36 inches wide and weighs 23 ounces to yard. Our price, per yard.... **79c**

Tapestry Brussels Carpets

Description of Pattern Nos. 27E-121, 27E-122, 27E-123

The "Wear Well" Tapestry Brussels Carpet at 58c per yard gives more satisfaction to the square inch than any other at the same price

In offering our celebrated "Wear Well" tapestry Brussels Carpet at 58c per yard we are making as great a sacrifice in favor of our customers as any reliable business house is justified in making. It represents to us but the slightest margin of profit. We hope to realize a handsome profit in disposing of our millions of yards at a slightly-above-cost price rather than a few thousand yards at a higher price. This is a fine grade of tapestry carpet, manufactured in one of the largest carpet mills in the world. It will wear like the proverbial pig's nose, and makes an excellent floor covering. Our color plates, 27E-121, 122 and 123 show the goods in their exact colorings, see page 164. In selecting the pattern be sure to note the catalog number carefully so as to avoid any possible chance of a mistake in ordering. Remember, this carpet is 27 inches wide, a point to be taken into consideration when figuring upon the amount needed. If in doubt as to the latter point, send us sketch of the room to be carpeted, with the dimensions written plainly, and we will gladly quote exact cost. Each pattern has a 22½-inch border to match. Shipping weight, per yard, 24 ounces. Our reduced price..... **58c**

22½-inch border to match, per yard..... 58c

Description of Pattern Nos. 27L-200, 27L-201 and 27L-202

"El Famous" Tapestry Brussels Carpet at 89c per yard

This grade of tapestry Brussels carpet always gives perfect satisfaction. It is the kind used in the best homes and hotels throughout the country. In the average home it will last a life-time, and if underlaid with several thicknesses of carpet lining it will wear like iron and will always look bright and new. Three of our best patterns are photographed and reproduced in their real colors on page 164 of this catalog, see numbers corresponding to those given in this description, and after making your selection, be sure to give correct catalog number of the pattern chosen. If you have the least doubt about the quality, send for sample. Such a test will immediately prove to your satisfaction the great value here offered. Each of these carpets measures 27 inches in width and each has a 22½-inch border to match. Shipping weight, 24 ounces to the yard. Our reduced price, per yard..... **89c**

22½-inch border to match, per yard..... 89c

Carpet Lining The life of a carpet is greatly increased by the use of paper lining. We offer at cost the best carpet lining made. Ask for our Corrugated Carpet Lining when ordering carpet. Our reduced price per yard only..... **3c**

Velvet Carpets

Description of Pattern Nos. 27E-104, 27E-105, 27E-106

Our "Wear-Well" Velvet Carpet at $1.03 per yard means a saving to you of at least 10c per yard

Our "Wear-Well" velvet carpet is a high grade floor covering, greatly in favor with people of discernment and taste, those who desire something at once rich, elegant and durable. It is a most desirable carpet for parlors, halls, etc., and gives universal satisfaction when made up into rugs as each pattern has a 22½-inch border to match. The colorings and designs are most pleasing and will sult the most fastidious. Three patterns are shown in our color plates on page 165 (see numbers 27E-104, 105 and 106), and in making a choice be sure to note the catalogue numbers so that in ordering no mistake will be made, for we cannot possibly ship you the pattern selected unless the correct number is given. This carpet measures 27 inches in width and weighs 25 ounces to the yard. Our reduced price per yard..... **$1.03**
22½-inch border to match..... $1.03

Description of Pattern Nos. 27L-203, 27L-204, 27L-205

The "Bainbridge Best" Velvet is the best of the Velvets manufactured and at $1.19 per yard is conceded to be a wonderful bargain

Here is one of the richest and finest floor coverings made. It is luxurious in coloring and design, while its lasting quality is a distinguishing feature. It is suitable for any parlor, hall, etc., and the patterns as illustrated in their actual colors (27L-203, 27L-204 and 27L-205) on page 165 of this catalog are positively the choicest in our stock. The quality of these carpets has stood the test in thousands of homes throughout the country. It has become popular because its colors hold up and because its wearing quality cannot be equaled. It is closely woven according to the most improved methods and is guaranteed to give better service than carpets usually sold at much higher prices. The pile is of pure worsted, the colorings are exquisite, and the designs are beautiful. Each pattern has a 22½-inch border to match, and can be made up into beautiful rugs. For sewing and matching carpets with border, we charge the nominal price of 5c per yard. Without border no extra charge is made for sewing. Other houses call this Wilton Velvet. 27 inches wide and weighs 25 ounces to the yard. Our reduced price per yard..... **$1.19**
22½-inch border to match, per yard..... $1.19

Axminster Carpets

Description of Pattern Nos. 27L-206, 27L-207, 27L-208

"Siltex" is a famous grade of Axminster Carpet and is now offered at only $1.42 per yard

Our celebrated "Siltex" Axminster Carpet takes rank with the best made in points of wearing quality, designs and colorings. Our exceptionally low price of $1.42 per yard places it in a class by itself. It is the finest quality and we guarantee satisfaction in every respect. Send for samples of Axminster Carpets and convince yourself of the fine quality of this grade. Compare it to that offered elsewhere at a similar price. This grade is suitable for any room or hall. In our colored section we show our three best patterns in their actual colors. See numbers corresponding to those given above, on page 166 of this catalogue. In ordering be sure to give the correct catalogue number. This carpet is 27 inches wide and each pattern has a 22½-inch border to match. We cut, sew and match this carpet free, and we guarantee to do the work in a most perfect manner, all edges will be brought perfectly together and there will be no ridges. We charge a nominal price of 5c per yard for sewing and matching carpet with border. No extra charge for carpet without border. Shipping weight, 26 ounces to the yard. Our reduced price per yard..... **$1.42**
22½-inch border to match, per yard..... $1.42

Description of Pattern Nos. 27L-209, 27L-210, 27L-211

Our "Royal Wilton" Axminster Carpet at $1.65 the yard

This is the crown and acme of elegance in carpets—a rich, luxurious floor covering that must not be compared with the average Axminster Carpets offered at our figure. Positively, quality and price considered, it is in a class by itself. The pile is of pure worsted, with an extra heavy closely woven back. The colorings and designs are perfect from every standpoint, a slight idea of which may be gained by examining color plates Nos. 27L-209, 27L-210 and 27L-211 on page 166 of this catalogue. If you have any doubts as to the quality, send for samples (see introduction to carpet department), and convince yourself as to the fine quality of these numbers. Each pattern has a 22½-inch border to match, and if you want beautiful rugs made up in odd sizes, write for quotations, giving size and pattern wanted. Be sure to give correct catalogue number of pattern selected. This carpet measures 27 inches in width, an important consideration when calculating the amount of carpet needed for any room. For sewing and matching carpets with border, we charge a nominal price of 5c per yard. Without border no extra charge is made. Shipping weight, per yard, 27 ounces. Our reduced price..... **$1.65**
22½-inch border to match, per yard..... $1.65

Hall and Stair Carpets

27F-136. "Poco" Venetian Stair Carpet, 22 inches wide. Could anything be more artistic in design, more unique and beautiful and show richer coloring than this handsome Venetian pattern of stair carpet? Just glance at the illustration on page 167 of this catalog. Directly above the number (27F-136) you will find an exact picture of this carpet and although but a short strip is shown, you will plainly see that this is not an ordinary design but one that is extremely beautiful. We guarantee that this carpet is just as good in wearing quality as it is beautiful, and that is saying a great deal for it. This is an exceptional bargain at our reduced price of, per yard..... **18c**

27F-137. "Rex" Venetian Stair Carpet, 22 inches wide. This most popular pattern with its neat figured rich green center and its varied red, green and tan stripes produces a wonderfully pleasing effect. We hear nothing but words of praise about this carpet, and judging from our heavy orders it is more than a bargain at this sensationally low price of 20c per yard. See page 167 for illustration showing this carpet in its actual colors. This carpet will wear better than any Venetian carpet ever sold anywhere, regardless of price, and you can buy it now from us at the reduced price of only, per yard.... **20c**

27F-138. "Aubusson" Granite Ingrain 22 inches wide. Unusual wearing quality will be found in this splendid carpet, and as for the design, it is extremely tasty and of a most pleasing pattern that grows better looking the more it is examined. The colorings in this carpet are of the kind that hold, and will look bright and new even after the carpet has seen long and constant wear. Considering the low price, there probably is not another carpet on the market that will give such satisfactory service. See page 167 for colored illustration of this number. Our reduced price, per yard..... **25c**

27F-139. "Rex" Aubusson Ingrain Stair Carpet, 22 inches wide. No design could be more exquisite than this one; and no combination of rich colorings could produce a more beautiful effect. A stair laid with this splendid carpet will give a bright and cheery atmosphere to the house that will not be produced by the ordinary carpet. It is so rich in coloring and so handsome in design that one would naturally expect the price to be much higher than we have marked it. Even though the price is exceedingly low we assure you that this is the genuine "Rex" Aubusson Ingrain of the celebrated wear-resisting quality. See page 167 for color illustration of this carpet. Our immense trade in carpets gives us every price advantage and enables us to sell you this 40c carpet at the reduced price of per yard..... **27c**

27F-140. "Poco" ¼ Wool Ingrain Stair Carpet, 22 inches wide. Look on page 167 above this number (27F-140) there you will find illustrated in its natural colors this most beautiful stair carpet. Look at the low price, too, and then you will begin to realize that in this number we offer a carpet that for beauty of design and exquisite coloring is not surpassed by even the much higher priced carpet. The looms are kept busy turning out this splendid serviceable carpet to supply our extensive mail-order trade which extends from Maine to California and from Canada to the Gulf. You are sure to like this carpet, so order all you need now on the Easy Way to Pay Plan. Our reduced price per yard..... **29c**

27F-141. "Rex" ¼ Wool Ingrain Stair Carpet, 22 inches wide. This is positively the heaviest stair carpet ever sold at this low price of 31c per yard. The neat, attractive, cheerful design of this carpet never failed to satisfy the purchaser, and more than come up to expectations. It has more wearing quality than the average carpet that sells in stores for 55c per yard and you can easily figure the big saving the difference amounts to when one has a long hall or stair to cover. There is much service in this carpet and it is an extremely attractive pattern, as you will note by referring to the illustration on page 167 of this book. The picture of this carpet is shown above the number (27F-141.) Our reduced price per yard..... **31c**

27F-142. "Poco" Half-Wool Ingrain Stair Carpet, 22 inches wide. The rich elegance of this pattern cannot be appreciated by simply looking at the picture which we show above the number (27F-142) on page 167 of this book; you must see this carpet laid on the floor to realize how splendid the design really is, and how closely woven it is. The weave of this carpet is such as will give long-wearing quality to it and also give it the same appearance as most carpets have that cost much more money. We recommend this number to you, because we know it to be the best bargain for the price ever offered by any concern in the world. We guarantee our carpets, no matter how low the price, to give satisfaction. Our reduced price, per yard..... **33c**

27F-143. "Rex" One-Half Wool Ingrain Stair Carpet. Here is the finest grade of half-wool Ingrain ever produced. It comes from the largest New York Mills and is purchased by us in immense quantities to supply our enormous trade. We sell carpets to people all over the United States, give them plenty of credit and cut under all prices, quality considered, of all other dealers. You can depend upon what we say of this carpet to be absolutely true and not exaggerated one iota. This carpet, if bought in the usual way, where you would have to pay the jobber's and retailer's profit, would cost you at least 45c per yard; but our way is the direct way, for we represent the Mills and sell you this beautiful carpet, exactly as illustrated on page 167 of this catalogue, at the reduced price of, per yard, 22 inches wide. **35c**

27F-144. "Poco" Ingrain Stair Carpet, 22 inches wide. Serviceability is the key-note of those who sing their praises of this most wonderfully well made and splendid wearing carpet. The design is a most popular conventional pattern that one never tires of, and the colorings, while not gorgeous, are true-toned, harmonious and pleasing to the eye and produce that satisfying effect so much desired in carpets for hall or stair use. We thoroughly recommend this splendid Ingrain to be worth at least one third more than any ingrains offered by your local dealers at the same price. The desired quality is in this carpet and it is a wonderful value. See 27-F144, page 167, for color illustration. Our reduced price, per yard..... **40c**

27F-145. "Rex" C. C. Ingrain Stair Carpet, 22 inches wide. This is our very best number in Ingrain stair carpet. It is of the same superior quality as our celebrated "Rex" room Ingrains and is recommended to those who want a carpet of long serviceableness and lasting beauty. This carpet is indeed the equal if not the superior of all 65c ingrains sold throughout the country and we guarantee it to be far better than anything ever sold at our price by any concern in the world, cash or credit. It is extra closely woven of the best yarns so as to give it unusual wearing quality while the design and colorings speak for themselves as will be at once noted by a careful inspection of the color illustration of this carpet above the number, 27F-145, on page 167. Our reduced price, per yard..... **48c**

27F-146. "Poco" Brussels Hall or Stair Carpet, 27 inches wide. Do not confuse this richly designed number in "Poco Brussels" with the common grade usually sold by mail-order houses at this low price. This carpet is of a distinctly superior quality made of better yarn, better warp and better quality in every thread than most carpets that are offered on the retail market to-day at from 70c to $1.00 per yard. We sell our carpets on the same low margin of profit that we sell our furniture, and our large contracts with the famous mills secure for us the lowest factory prices. This carpet is of a rarely beautiful and refined design in rich coloring as will be seen by a glance at the illustration over the number 27F-146 on page 167 of this book. When ordering be sure to state whether you want hall or stair pattern, or both.
Our reduced price, per yard..... **58c**

27F-147. "Wear-Well" Brussels Hall or Stair Carpet, 27 inches wide. The picture above this number (27F-147) on page 167 of this book, shows the rich color combinations which make this carpet so beautiful; but owing to limited amount of space, and the smallness of the picture, the full design is not shown. The carpet itself is far more beautiful than any sample picture can show it; and to appreciate the remarkable wearing quality of this carpet it must be used. The best for your money is what you are constantly striving to get and what you should have. We offer you this beautiful, serviceable Brussels Carpet as being the greatest possible bargain for the money, in Hall or Stair Patterns, at our reduced price of, per yard..... **72c**

27F-148. "Rex" Brussels Hall or Stair Carpet, 27 inches wide. This number is furnished not only in the richest oriental design but also in the best and most dependable quality. If you want an extremely superior Brussels in a design that cannot help but reflect your good taste and show off your hall and stairs to the best advantage—get this No. 27F-148 "Rex" Brussels. Turn to page 167 and you will find the above number 27F-148 a beautiful illustration of this carpet in its natural and real colors. You can depend on this picture to show this carpet exactly as it is. State when ordering whether you want Hall or Stair Pattern. Price, per yard..... **84c**

27F-149. "Wear-Well" Velvet Hall or Stair Carpet, 27 inches wide. The unusually fascinating design of this carpet will be appreciated by a glance at the colored illustration shown above this number (27F-149) on page 167 of this book. The rich shades of red, green and tan produced in this carpet will hold as long as the carpet lasts; and will last longer, because made better than any other carpet ever offered at such low price. It is especially woven so as to make it wear extra well, and the material used is the best grade. Comes in Hall and Stair Pattern. Our reduced price, per yard..... **99c**

27F-150. "Rex" Velvet Hall or Stair Carpet, 27 inches wide. This is our most beautiful velvet in a design which has been declared by carpet experts as one of the richest and most satisfying designs ever woven into a carpet. The specially selected yarn and warp of which this carpet is made and the sun-proof dyes used in producing the many rich colors give this carpet extra life. Its wear-well qualities are widely known, and it is a most wonderful bargain at our reduced price. See No. 27F-150 on page 167 for illustration showing exactly how this carpet looks, Our reduced price, per yard, Hall or Stair Pattern..... **$1.15**

GUARANTEED HIGHEST QUALITY
BEAUTIFUL, RICH COLORINGS
LATEST EXCLUSIVE DESIGNS

Department Of Rugs

THESE RUGS ALL SHOWN IN THEIR ACTUAL COLORS ON PAGES 167 TO 175

Why Our Rugs Wear Better

The demand for rugs that will stand hard and constant wear has led us to extend our energies in an effort to produce rugs of extraordinary quality. To this end the services of the best weavers of the world's largest mills have been enlisted, Our persistent efforts have resulted in new improvements in machinery and equipment which have made practical a stronger and more closely woven fabric. These new and better quality rugs are made exclusively for us and sold to our customers all over the United States at prices even lower than most houses ask for the ordinary kind.

Fair Treatment and Honest Values

By treating every customer fair and square and selling only the best products of the most famous looms we have built up the most extensive rug business of any home furnishing institution in America. People have learned to know that they can place implicit confidence in us and that they will receive from us the best goods at the lowest prices and on the easiest terms. The gorgeous patterns and beautifully blended colorings of this new line of magnificent rugs will be found on the colored pages 167 to 175 in this catalog. We guarantee satisfaction and the most for your money.

27F-151 Sultan Brussels Rug

Shown in colors on page 167 of this Catalog. Size 9 by 12 ft. As a result of the wonderful economies effected by our present method of selling carpets and rugs at mill prices we make the startling announcement of our sensationally reduced price on this magnificent genuine Brussels rug. "Sultan" rugs are well known to particular buyers as the most superior grade of Brussels. No design could be more attractive and harmonize better with the furnishings of a room. The extra close firm weave of this rug and the special grade of worsted used in its making give it a wear resisting quality not often found in Brussels rugs for which your dealer would charge you twice as much. Shipping weight about 28 pounds.
Our price, $11.85 ..... $1.50 cash. 75c a month.

27G-194 "Royal" Brussels Rug

illustrated in colors on page 168 of this catalog. This is a "Prize" pattern in our line of famous "Royal" Brussels rugs, that have been for so many years and still are the standard of good quality in Brussels rugs. It is an elaborate floral pattern in greens, reds, tans and browns that blend into each other most harmoniously, and the effect is indescribably beautiful. A "Royal" Brussels rug can always be recognized, no matter how long it has seen service, because the colors are so fast that the design is always distinct. The materials and workmanship entering into these rugs are of the highest character. The weaving is close and the yarns used are of the highest grade. In ordering be sure to state size wanted. Shipping weight about 28 pounds.
Size 8 ft. 3 in, by 10 ft. 6 in. Our price, $13.85 ..... $2.00 cash. $1.00 a month.
Size 9x12 ft. Our price, $15.75 ..... $2.25 cash. $1.00 a month.

27L-212 Kahyan Brussels Rug

Shown in its actual colors on page 168 of this catalog. "Kahyan" Brussels is a special grade of Brussels used in rugs and made exclusively for our trade. We show six patterns, and, no matter which pattern or grade "Kahyan" Brussels rug you select you obtain a most superior rug. We know of no other grade of Brussels rugs that can compare with them at the price. Our No. 27L-212 is the lowest price for which a rug of this superior grade can be produced. It is a floral pattern in red, green and tan colors. It is closely woven and we guarantee that it will give double the service of rugs that are often sold for even twice our price. It is a rug you will be proud to own and we want your early order. Shipping weight 28 pounds.
Size 8 ft. 3 in. x 10 ft. 6 in. Our price, $12.75 .. Terms $2.00 Cash. $1.00 a Month
Size 9x12 ft. Our price, $14.95 ..... Terms $2.00 Cash. $1.00 a Month

27L-213 Kahyan Brussels Rug

Illustrated in its actual colors of deep green, red and tan, on page 168 of this catalog. This rug is of a distinct and clear-cut design and the materials and workmanship employed are according to our own exacting specifications. The "Kahyan" is beyond a doubt the best Brussels rug made to-day, and by reason of the immense quantities produced, the cost of making has been reduced to a most astonishing degree. This saving is reflected in our own startlingly low prices to you. Despite our extraordinary low price, and our remarkably easy terms, we give you the added privilege of using it 30 days in your own home until you have thoroughly made up your mind that you want to keep it. This rug is made in three sizes. Indicate your choice, in ordering. Shipping weight 28 pounds.
Size 8 ft. 3 in. x 10 ft. 6 in. Our price, $14.25 ..... $2.00 Cash. $1.00 a Month
Size 9x12 ft. Our price, $16.25 ..... $2.25 Cash. $1.00 a Month
Size 11 ft. 3 in. x 12 ft. Our price, $21.25 ..... $3.00 Cash. $1.50 a Month

27L-214 Kahyan Brussels Rug

See page 169 of this catalog for a beautiful photographic reproduction of this rug. The pattern is Oriental and the colors are dark green, dark red and tan. Especial care is taken to make each figure, panel and border distinct and clear. The colors are absolutely fast and will remain distinct as long as the rug lasts, It is of superior weave and the materials used are carefully selected and must come up to the standard we demand for all the material used in the making of this famous line of rugs. You can make no mistake if you insist upon getting a "Kahyan" Brussels Rug. This is the only way you can make sure you are getting the best Brussels rug in the world. As these rugs are made for us exclusively you cannot buy them elsewhere, and our prices are no greater than those asked for ordinary rugs. Now is the time to place your order. State size and price. Shipping weight 28 pounds.
Size 8¼x10½ ft. Our price, $13.95 ..... $2.00 Cash. $1.00 a Month
Size 9x12 ft. Our price, $15.95 ..... $2.25 Cash. $1.00 a Month
Size 11¼x12 ft. Our price, $20.95 ..... $3.00 Cash. $1.50 a Month

27L-215 Kahyan Brussels Rug

You will get an idea of how this beautiful rug looks by referring to picture No. 37L-215 on page 169 of this catalog. The quality, grade and prices are the same as for our 27L-213 "Kahyan" Brussels rug, which kindly see for complete and accurate description.
Size 8¼x10½ ft. Our price, $14.25 ..... $2.00 Cash. $1.00 a Month
Size 9x12 ft. Our price, $16.25 ..... $2.25 Cash. $1.00 a Month
Size 11¼x12 ft. Our price, $21.25 ..... $3.00 Cash. $1.50 a Month

27L-216 Kahyan Brussels Rug

For a picture of this beautiful rug in its actual colors, see 27L-216 on page 169 of this catalog. This is a most gorgeous pattern, displaying a harmonious color scheme of deep red, brown, tan and light green. Extra special care is taken in the making of this rug. The materials used are choice, selected yarns, perfect in every respect. These yarns are closely woven and cross-woven and more threads used to the inch than in any other Brussels rug made. The object is to produce a beautiful design and at the same time a rug that will wear like iron. If you will examine the under side of this rug you will see it presents a hard, almost impenetrable surface, but at the same time the rug is pliable and soft. When you bear in mind that a rug wears out mostly from the bottom up, you will understand why this rug will give most satisfactory service and continue to look like new. Weight about 28 pounds
Size 8¼x10½ ft. Our price, $15.95 ..... $2.25 Cash. $1.00 a Month
Size 9x12 ft. Our price, $18.50 ..... $2.75 Cash. $1.25 a Month

27L-217 Kahyan Brussels Rug

This beautiful rug presents a design of elegance and extreme daintiness. The background is tan shading into brown and the contrasting colors are red and light green as presented in the life-like garland of roses around border and in the center. This rug is exactly of the same quality, grade, and price as our 27L-216 fully described above, the only difference being in the pattern. See 27L-217 page 169 of this catalog for a picture of this rug in its actual colors.
Size 9x12 ft. Our price, $15.95 ..... $2.25 Cash. $1.00 a Month
Size 9x12 ft. Our price, $18.50 ..... $2.75 Cash. $1.25 a Month

27L-218 Elysian Velvet Rug

Size 9x11 ft. See this beautiful rug in its actual colors reproduced on page 170 of this catalog. We look upon this genuine "Elysian" Velvet Rug at only $18.95 as the greatest achievement in the history of the trade. Never before was a real velvet rug of quality made to sell for so low a price. Our immense output and our superior methods of merchandising enable us to shatter all past records in this respect, and we are giving you the benefit of our purchasing power by offering you this genuine "Elysian" Velvet Rug for only $18.95. It is made of selected worsted yarns and with exceptionally high pile. The back is woven very closely, insuring a life-long durability. It is a gorgeous floral pattern and one that will add much to the appearance of your parlor. The size of this beautiful rug is 9x11 ft. Shipping weight 25 pounds.
Our special price, $18.50 ..... $2.75 Cash. $1.75 a Month

27L-219 Elysian Velvet Rug

Size 9x12 ft. A beautiful illustration of the rich pattern will be found on page 170 of this catalog. It is a most remarkably well executed Oriental pattern done in deep rich colors of red and green with tan lines in bold relief. The workmanship and materials used in the making of this rug are the best obtainable. The threads and yarn are carefully selected and closely woven, giving this rug an extra high pile and a hard wear-like-iron back, that insures good service for years and years. Now is the time to place your order. Think of the comfort of knowing that your home contains a genuine "Elysian" Velvet Rug, than which there is none better made! Shipping weight 30 pounds.
Our price, $24.95 ..... $3.50 Cash. $1.75 a Month

27L-220 Elysian Velvet Rug

Size 9x12 ft. This is the brown and tan pattern shown in colors in the lower right hand corner of page 170 of this catalog. It is especially suited for sitting room, parlor or library. If you want an elegant rug and at the same time one that possesses an air of refinement order this one. You can always get your money back if it fails to suit you. However, we are sure it will please you because it has pleased so many thousands of our customers that it is bound to please you, too. This rug is made of carefully selected worsted yarns and the back is closely woven, presenting a hard-as-rock surface, yet pliable and easy to handle. With ordinary usage this rug wil last for years and years. Shipping weight 28 pounds.
Our price, $23.75 ..... $3.50 Cash, $1.75 a Month

27L-221 Beau Court Axminster Rug

For illustration of this beautiful rug see upper left hand corner of page 171 of this catalog. This high grade rug is made especially for us in the largest carpet and rug mill in the world, and it is positively the best value on the market. The piling is extra high and the rug in general is finished up in a most superior manner. In sending for this rug, you will not get one merely for this year and for the next, but it will continue to wear and give satisfaction for generations to come. This is the kind of a rug we recommend you to purchase, a rug that will pay for itself in imparting genuine pleasure and enjoyment to its possessor as long as the threads and yarns hold together. Shipping weight 40 pounds.
Size 8¼x10½ ft. Our price, $22.95 ..... $3.50 Cash. $1.75 a Month
Size 9 x12 ft. Our price, $26.95 ..... $3.75 Cash. $1.75 a Month

27L-222 Beau Court Axminster Rug

See page 171 of this catalog for a picture of this rug in its actual colors. We can absolutely guarantee the quality of our high grade rugs to be above reproach and beyond criticism. We know that only the best materials obtainable are ever used in the process of manufacture and we know positively that the artisans employed by the large mill are experts and receive the highest pay in the world for similar work. When you buy this rug you are really making an investment that will pay you back its price many times in genuine service and comfort. Shipping weight about 40 pounds.
Size 8¼x10½ ft. Our price, $23.85 ..... $3.50 Cash. $1.75 a Month
Size 9 x12 ft. Our price, $27.85 ..... $4.00 Cash. $2.00 a Month

27L-223 Beau Court Axminster Rug

Turn to page 171 of this catalog for a picture of this beautiful rug in its actual colors of green and pink. It is a beautiful Medallion pattern worked out on a green background. Let us send you the rug so that you can note its effect on your own floor. We know you will be delighted with it and will never want to part with it. The yarns used in the making of this rug are extra quality and the colors absolutely fast. You take no chances on the quality when you order one of our famous Beau Court or Court Royal Rugs at our sensationally low prices. We are headquarters for high grade rugs. Order one of these and get thorough satisfaction. Shipping weight, about 40 pounds.

Size 8¼x10½ ft., our price $24.50.....$3.50 Cash. $1.75 a Month.
Size 9x12 ft., our price $28.75.....$4.50 Cash. $2.00 a Month.

27L-224 Beau Court Axminster Rug

Illustrated in its actual colors on page 171 of this catalog. You must bear in mind three things regarding this rug: 1. The quality is first class. There is nothing finer on the market, outside of our own Court Royal Axminister Rugs. 2. Our sensationally low price for such a superior quality rug is made possible because the improved machinery and equipment used by the great mills reduces the cost of production to the minimum. 3. You can take advantage of our very liberal terms of payment and in this way supply yourself with this high grade rug without the least hardship. The pattern is exquisitely beautiful. The colorings are rich and luxuriant, bringing out the full blown American beauty roses and green foliage to perfection. These are worked out on a background of rich tan shading to brown. Shipping wt. 40 lbs.

Size 8¼x10½ ft. Our price, $24.85.....$3.50 Cash. $1.75 a Month.
Size 9 x12 ft. Our price, $29.50.....$4.50 Cash. $2.00 a Month.

27L-225 Court Royal Axminster Rug

See page 172 of this catalog for picture of this rug in its actual colors. This is one of the most beautiful and most striking patterns ever worked into a popular priced rug. The design is exclusive with us, as it is an exact copy of a famous oriental rug. We received exclusive permission to copy this intricate yet harmoniously agreeable design for use in our high grade Axministers. The quality of this rug is unsurpassed for wear and durability. It is made with a high pile from select worsted yarn. It is of exceptionally fine workmanship and will give long years of service. To any one wishing to secure a high grade Axminister Rug in a genuine Oriental pattern we can heartily recommend this rug in either of the two sizes quoted below. We know the minute your eye takes in the full beauty of this rug as it lies on your parlor or sitting room floor, you will not want to part with it. This is a genuine bargain opportunity in a high grade Axminister rug. In ordering state size wanted. Shipping weight 40 pounds.

Size 8¼x10½ ft. Our price, $25.95.....$3.50 cash. $1.75 a Month.
Size 9 x12 ft. Our price, $29.95.....$4.50 cash. $2.00 a Month.

27L-226 Court Royal Axminster Rug

Turn to page 172 of this Catalog and see a picture of this rug in its actual colors. You will then get an idea of the exquisitely beautiful floral pattern. The quality, grade and price of this rug is exactly the same as that of our 27L-225 Court Royal Axminster Rug which is described in the paragraph preceding this, the only difference being in the pattern.

Size 8¼x10½ ft. Our price, $25.95.....$3.50 cash. $1.75 a Month.
Size 9 x12 ft. Our price, $29.95.....$4.50 cash. $2.00 a Month.

27L-227 Court Royal Axminster Rug

This is exactly the same grade and sells for the same money as our No. 27L-228 Axminster Rug, and you will find both rugs illustrated on the lower half of page 172, of this catalog. These rugs are masterpieces of the designer's art and the quality is irreproachable. They possess every quality that appeals to the man or woman who wants to get the best,—gorgeous design, exquisite colorings, softness and extreme durability. They are heavy rugs and made of carefully selected worsted yarn in a high pile. The backs are closely woven and are specially prepared to resist wear. This rug will be as good as new long after two ordinary rugs will have been consigned to the rag bag. They will remain a source of joy and comfort as long as they last. You will never experience all the pleasures of house-keeping unless you place one of these beautiful Court Royal Axminster Rugs in your home. Every man's first thought should be his home—making it more attractive and cozy and you can take a long step in that direction by placing your order for one of these high grade rugs. Do it to-day. All you need send us is a small fraction of the price, as evidence of good faith, and the balance in small amounts monthly. (See price list and terms below). Shipping weight 40 pounds.

Size 8¼x10½ ft. Our price, $26 50.....$3.75 cash. $1.75 a Month.
Size 9 x12 ft. Our price, $30.50.....$5.00 cash. $2.50 a Month.

27L-228 Court Royal Axminster Rug

illustrated on page 172 of this catalog, lower right hand corner. The quality and prices are exactly the same as our 27L-227 Court Royal Axminster Rug described in the preceding paragraph, which kindly read. Both rugs are wonderful values and of guaranteed quality.

Size 8¼x10½ ft. Our price, $26 50.....$3.75 cash. $1.75 a Month.
Size 9 x12 ft. Our price, $30.50.....$5.00 cash. $2.50 a Month.

27L-229 Court Royal Axminster Rug

You will find two illustrations of this highest type of Axminster rug, on page 173 of this catalog. The two patterns shown are the most exquisitely beautiful it has ever been our good fortune to see in a rug. Our No. 27L-229 is a striking oriental pattern. The beautiful colorings and rich pattern always give genuine pleasure and enjoyment. Such a pattern would be spoiled if any other than the highest grade materials were used in its making. This rug is made of superior yarns and by expert weavers. In ordering this rug you may feel perfectly safe and sure that you are getting the very best Axminister Rug it is possible to produce. We base this claim on the fact that the material and artisans employed in making it are the very best in the world. No rug is allowed to leave the mill that contains the slightest imperfection and we can safely guarantee every one to be absolutely perfect. We can supply this rug in two sizes, and in ordering be sure to state your preference. Shipping weight about 40 pounds.

Size 8¼x10½ ft. Our price, $28.45.....$4.00 cash. $2.00 a Month.
Size 9 x12 ft. Our price, $32.45.....$5.00 cash. $2.50 a Month.

27L-230 Court Royal Axminster Rug

See a picture of this rug in its actual colors, in the upper right hand corner of page 173 of this catalog. It is a beautiful floral pattern on a background of light green and tan. The quality is exactly the same as our No. 27L 229 Court Royal Axminster Rug described above and which kindly read for full description.

Size 8¼x10½ ft. Our price, $28.45.....$4.00 cash. $2.00 a Month.
Size 9 x12 ft. Our price, $32.45.....$5.00 cash. $2.50 a Month.

27L-231 Turkoro Body Brussels Rug

Turn to page 173 of this catalog for illustrations of our two choicest patterns in their actual colors. Everybody knows that Body Brussels Rugs are superior to all other rugs of domestic manufacture and there is not a better Body Brussels Rug in existence than the "Turkoro". Rugs of this grade cannot be purchased except from large dealers who generally ask $55 to $75. Our sensationally low prices of $32.50 and $35.00 for these rugs represent the bare cost of manufacture, with just a small margin of profit added. Take advantage of our wholesale price and easy terms. We here offer a genuine Turkoro Body Brussels Rug, made of selected all-wool yarn. The colors will never wear off because they are dyed in the yarns before the latter are woven. They go clear through to the back. We offer you your choice of two distinct patterns. (See page 173.) The one shown on the left is a Turkish design, and the one shown on the right is a Persian design. Both designs are reproductions of genuine imported rugs forming part of a select collection in possession of one of our American millionaires. We take extra special care in preparing these rugs for shipment, and we will ship one to you for examination and free trial. Shipping weight, 30 pounds.

Size 8¼x10½. Our price $32.50.....$5.00 Cash. $2.50 a Month
Size 9x12 ft. Our price $35.00.....$5.00 Cash. $2.50 a Month.

27L-232 Turkoro Body Brussels Rug

Illustrated in its actual colors on page 173 of this catalog. This is a Persian design, and the quality and grade are exactly the same as our No. 27L-231 Turkoro Body Brussels Rug described in the preceding paragraph, which kindly read.

Size 8¼x10½ ft. Our price $32.50.....$5.00 Cash. $2.50 a Month.
Size 9x12 ft. Our price $35.00.....$5.00 Cash. $2.50 a Month.

27F-160 Cambridge Rug or Art Square

We show two beautiful patterns of Cambridge reversible one-half wool Art Squares or Rugs on page 174 of this catalog. Even a casual glance at the illustrations will convince you that they are the most beautiful patterns that could have been selected as representative of this grade of floor covering. The colors blend harmoniously and we guarantee them to be the best. The patterns are up-to-date and have that desirable but indescribable richness that is lacking in many Art Squares or rugs sold by other dealers at anywhere near our prices. They are made up with full 2-ply standard quality of Ingrain carpeting with a one-half wool filling. They are especially adapted for sitting rooms, bed rooms, etc. Shipping weight, about 15 pounds.

Size 9x9 ft.....$4.85
Size 9x 10½ ft.....5.65
Size 9x12 ft.....6.45

Terms for all sizes: 75c Cash, 50c a Month.

27F-161 Cambridge Rug or Art Square

Illustrated in in its actual colors on page 174 of this catalog. This is exactly the same grade and quality of our No. 27F-160 described above, which see for complete description. Same prices and terms.

Size 9x9 ft.....$4.85
Size 9x10½ ft.....5.65
Size 9x12 ft.....6.45

Terms for all sizes: 75c Cash, 50c a Month.

27F-162 Delta Rug or Art Square

These rugs are of splendid quality made of selected C. C. stock and the two colors and designs shown on page 174 of this catalog are the most pleasing and satisfactory we have. The prices quoted below are wholesale prices. We buy direct from the manufacturer in big lots and for less money than any jobber or wholesaler could buy the same quality, because no other concern in the world buys and sells so many of this grade rug as we do. The Delta rug is made of 13 wool threads to the inch. Turn to page 174 of this catalog for genuine color illustrations of these patterns. In ordering be sure to state pattern number selected and give size. Shipping weight, 15 pounds.

9x 9 ft. $5.95.....75c Cash. 50c a Month.
9x10½ ft. $6.95.....$1.00 Cash. 50c a Month.
9x12 ft. $7.95.....$1.25 Cash. 75c a Month.

27F-163 Delta Rug or Art Square

See page 174 of this catalog for picture of this rug in its actual colors. Grade, quality and price the same as our 27F-162 Delta Rug described above, which see for complete and accurate description.

9x 9 ft. $5.95.....75c Cash. 50c a Month.
9x10½ ft. $6 95.....$1.00 Cash. 50c a Month.
9x12 ft. $7.95.....$1.25 Cash. 75c a Month.

27F-171 "At Play" Axminster Rug

You will find a picture of this most beautiful and useful rug on page 175 of this catalog. The rug is woven in a most reliable manner of selected worsted with a high pile. The execution of the design is as remarkable as the beauty of the design itself. It represents three playful kittens emptying the contents of a large work basket. These are the central figures, but the table, flowers and beautiful border lend additional charm to the picture. Include one in your order. Be sure to state size wanted.

Size 27x60 inches, our price, each.....$2.70
Size 36x72 inches, price, each, $4.65.....75c Cash. 50c a Month.

27L-235 "On the Scent"

Animal Pattern Axminster Rug illustrated in colors on page 175 of this catalog. The scene represents two handsome hunting dogs "on the scent" for game for their master who has not yet emerged from the forest, shown in the upper right hand corner of the picture. The coloring and execution are remarkably faithful and true to life and the general quality of this rug is what you can expect in rugs selling for even double the money we ask for this one. It is made of the very best material, in a high pile and with a closely woven back. It will give excellent service and satisfaction for many years. Send for one, and in ordering state choice of the two sizes quoted below.

Size 27x60 inches, our price.....$2.95
Size 36x72 inches, our price $4.95.....75c Cash. 50c a Month.

27L-236 "At the Spring"

Animal Pattern Axminster Rug, illustrated in its actual colors on page 175 of this catalog. A timid buck is quenching his thirst from a little spring in the valley. This is the simple story told by the beautifully executed picture on this rug. The blue sky, rolling hills, flowers and luxuriant grass form a realistic background, and all this is set in a frame of blood red. It is made of choice yarns in a high pile. The back is closely woven and specially treated to resist hard wear. The colors are strong and will not fade. Send your order for one to-day.

Size 27x60 inches, our price $3.25.....75c Cash. 50c a Month.
Size 36x72 inches, our price $5.35.....75c Cash. 50c a Month.

Choicest Grades, Latest Patterns, Fast Colors.

Floor Oil Cloths

LINOLEUM

Chinese and Japanese Matting

Our Floor Coverings are Distinguished for QUALITY

Satisfaction Guaranteed

We never disappoint. Our patrons may purchase our oil cloths or linoleums with the positive assurance that they are getting the greatest money value to be obtained anywhere in the country. Nothing better than our oil cloths will be found for pantry, bath room or kitchen floors, for a cheap covering, while of our high grades of linoleums, a steadily increasing demand eloquently attests to their great value.

Note. All floor oil cloths are priced by lineal or running yard, and those furnished by us come in two widths—1 and 2 yards. Naturally a strip of oil cloth measuring 1 yard wide will cost ½ that measuring 2 yards wide. At all events always indicate width wanted, and always order by catalogue number.

Read Carefully—Important

Linoleums shipped in cold weather must be thoroughly warmed before unrolling to prevent their cracking. When shipped in very warm weather care should be taken not to place articles of furniture with sharp legs, etc., on it until it has become seasoned and fitted to the floor. It should not be tacked down when first laid as it will expand some. Each and every piece of Linoleum is thoroughly inspected before it is crated and we will not be responsible for cracking or other damage after it has been shipped in good condition.

It's Easy To Pay—The People's Way

NO SAMPLES FURNISHED

Description of Pattern Nos. 27E-113, 27E-114

A fine Oil Cloth at 33c per yard

Here is a very satisfactory grade of oil cloth. At 33c per yard, in the 36-inch width, it is a genuine bargain. We illustrate our very best pattern in our colored section. Can be furnished in 2-yard widths at 66c per yard, and in ordering be sure to indicate choice. Weight, per square yard, about 2½ pounds.

See numbers in colored section corrseponding to those given below, on page 176.

27E-113. 1-yard width, price per running yard **33c**
27E-114. 2-yard width, price per running yard **66c**

Description of Pattern Nos. 27E-115., 27E-116

Extra Quality at 37c per yard

For an exact color illustration of this fine grade of oil cloth, see page 176 for numbers in color section corresponding to those given here. It will be noted that it is well covered, and the colors are first class. Can be furnished in two widths—1 and 2 yards

The weight is about 3 pounds to the square yard, indicating a better quality than that listed first. Be sure to state correct catalogue number of your selection.

27E-115. 1-yard width, price per running yard **37c**
27E-116. 2-yard width, price per running yard **74c**

Description of Pattern Nos. 27F-164, 27F-165

Best Grade Oil Cloth at 39c per yard

This is our best grade floor oil cloth. It should be compared to oil cloths sold elsewhere at ⅓ to ½ above our price. It weighs about 4 pounds to the square yard and will be found to be eminently satisfactory. A choice pattern will be found illustrated in its real colors in our color section. Order this with the understanding that if it does not suit it may be returned to us and the money will be refunded, which includes all freight charges. See 27F-164 and 27F-165 in color section on page 176.

27F-164. 1-yard width, price per running yard **39c**
27F-165. 2-yard width, price per running yard **78c**

LINOLEUMS TAKING THE PLACE OF OIL CLOTHS

NO SAMPLES FURNISHED

Linoleums are largely taking the place as floor coverings in kitchens, bath rooms and even dining rooms. They are extremely durable and far pleasanter to walk on than oil cloth, and their colors are more lasting. All our linoleums are fully guaranteed or money refunded.

Description of Pattern No. 27E-589

Our Special Grade Linoleum, $1.10 per yard

This is one of the cheapest priced Linoleums on the market. It is of a very good quality and will give entire satisfaction. The 2-yard width we find to be the only satisfactory size for linoleums, therefore, we furnish it in this size only. See 27E-589 in the color section page 176 for our choicest pattern in this grade. It weighs about 4½ to 5 pounds to the square yard.

27E-589. 2-yard width, price per running yard **$1.10**

Description of Pattern No. 27E-591

Inlaid Linoleum, only $2.68 per yard

A better wearing floor covering cannot be selected. It will never look shabby or unsightly as the colors go through clear to the back, so that it will always retain its clean, fresh appearance until it is all worn out. How convenient and delightful is inlaid linoleum especially in kitchen and bath rooms, only those who have once used it can testify. Although the original cost is greater than that of oil cloth, its wearing quality is so far advanced that you effect a saving in the end. The weight is about 8 pounds per square yard, and is furnished in the 2-yard width only, as this is practically the only satisfactory size. For an exact reproduction of our most popular pattern see color plate 27E-591 on page 176.

27E-591. 2-yard width, price per running yard **$2.68**

Description of Pattern No. 27E-590

Extra Fine Quality Linoleum, at $1.24 per yard

Here is a matchless value in a high grade Linoleum. Surpassed only by our "Best" grade Linoleum, and positively superior to anything in the line sold elsewhere at 25 to 50 per cent. above our figure. It weighs about 5½ pounds to the square yard. It has proven one of the season's best sellers, and no complaints have yet been received as to its wearing quality. See 27E-590 in the color section page 176 for a reproduction of our best pattern in its exact colors.

27E-590. 2-yard width, price per running yard **$1.24**

Description of Pattern Nos. 27G-196, 27G-197, 27G-198 and 27G-199

"BEST" Grade Linoleum

Ever alert to take advantage of a favorable purchasing opportunity, we bought 60,000 yards of this high grade Linoleum for less than cost of manufacturing. We are now closing it out at $1.32 per running yard which is less than the original factory price.

As to quality, it must be compared to Linoleum offered by other dealers for two dollars per yard. It is as hard as granite, quite thick and heavy and will give long and satisfactory service.

See the four beautiful patterns we picture on page 176 of this catalogue. We show them in their natural colors and patterns and you get a variety for selection that must please you. Place your order today

Our price, per running yard **$1.32**

SPECIAL VALUES IN CHINESE AND JAPANESE MATTING

NO SAMPLES FURNISHED

Our Special 18c Chinese Matting

27E-592. You will have to pay at least 20c per yard for this grade matting elsewhere. It is 36 inch goods, of good weight, firmly woven, jointless, imported fancy Chinese matting. Comes in a variety of coloring, chiefly green, red or blue. Satisfaction guaranteed or money refunded.

Our price, per yard **18c**

Our Pekin Chinese Matting, 22c per yard

27E-593. This is our well known Pekin Chinese matting and 22c per yard represents the lowest figure this grade was ever before quoted at. It is extra weight, closely woven, and will give lasting wear. In ordering this be sure to give the correct catalogue number.

Our price, per yard, 36-inch width **22c**

Best Imported Chinese Matting at 28c per yard

27E-594. This is the highest grade of genuine imported Chinese Matting, and at 28c per yard is certainly a bargain wonder. If you want the best grade of Chinese straw matting, do not fail to order this number. It is extra fine, extra heavy, and comes in a variety of patterns. Colors are principally red, green, yellow, or blue. Suitable for any room and almost for any purpose.

Our price, per yard, 36-inch width **28c**

Special Japanese Matting at 22c per yard

27E-595. Here is a fine bed room covering. Easily worth ½ more than what we ask for it per yard. It is made of beautifully woven Japenese straw. The colorings are red, blue or green, interwoven with straw color. Just the thing to take the place of carpets in summer homes, halls, etc.

Our price, per yard, 36-inch width **22c**

A 50c Japanese Matting, now 26c per yard

27E-596. You will be delighted with our special 36-inch, fancy woven, satin finish Japanese straw matting. Noted chiefly for its wearing quality. Comes in an endless variety of fine oriental pattern effects, woven by the Japanese. For bed rooms, halls, summer homes, etc., this grade is especially recommended. Be sure to give correct catalogue number.

Our price, per yard **26c**

A Fine 30c Imported Japanese Matting

27E-597. An extra fine floor covering. Cool and comfortable under foot. Of surprising durability. This grade is an extra heavy weight, closely woven, finely finished satin surface, imported Japanese Matting. Order this number, and if you are not satisfied we will cheerfully refund you all your money, including freight charges.

Our price, per yard, 36-inch width **30c**

HOW MANY YARDS OF CARPET DO I NEED?

Below we print a table showing the number of yards of carpet required for different size rooms for plain and border carpets. In addition we have gone fully into details so that the purchaser may figure out the amount needed for himself. If you are in doubt, be sure to send us a drawing of your room with the exact dimensions and we will give you the exact number of yards of carpet needed.

LAY YOUR CARPETS CAREFULLY

After the carpet has been cut from the tightly wound rolls it will naturally shrink a little so that unless you lay your carpet properly you will have an apparent shortage. In laying carpet, first tack one end down securely, then tack down the sides alternating every few yards, stretching the carpet to the limit as you go along. This is highly important if you want your carpet to cover your room, Not only this. Carpet that has been properly layed, as per above instructions will give far better service and will of course last longer.

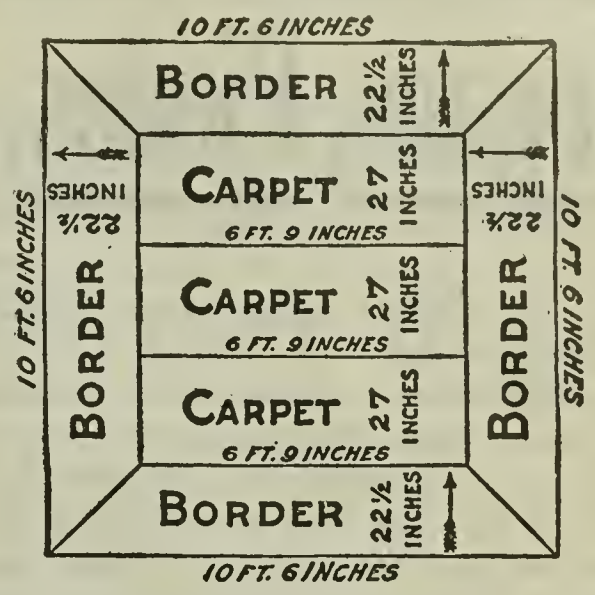
WHY THERE IS WASTE

As many people do not understand why there should be any waste in matching a carpet, we will give you the reasons. Some of the patterns of different styles of carpets do not match at exactly the same distances. Patterns vary from 3 to 36 inches apart. For example, take a room size 12 feet wide by 13 feet long and you will readily see that it requires four widths of 36-inch carpet, each width being 13 feet long. This would be the actual amount of carpet used to cover the room. However, in cutting this carpet we find that the pattern will not match at 13 feet exactly, but that this pattern cuts at 13 feet 6 inches, and you will see the strip will have to be cut 13 feet 6 inches long to make the patterns match on every strip. On four widths of carpet we would be obliged to use 24 inches more carpet than is actually needed to cover the room, and you would be charged with two-thirds of a yard waste used in matching. This also applies to rooms of different sizes and to Brussels, Wilton velvet and Axminster crapet as well as the ingrain carpet.

When ordering plain carpets, remember that Brussels, Axminster and Velvet Carpets are 27 inches wide, and all makes of Ingrains are 36 inches wide. First find out how many widths are required to cover the room. Then multiply by the length, adding to the result about 1 to 2 yards on an ordinary room to allow for waste in matching. When ordering, state whether seams are to run the long or short way of the room. (Unless ordered to the contrary, we always run the seams the long way.)

When ordering carpets to be made with a border, remember that the border is only 22½ inches wide, while the carpet for the center is 27 inches wide, also that you must consider that the border has to go continuously around the room. For

Diagram showing number of lengths of carpet needed to cover a room 10½ x 10½ feet.



instance, for a bordered carpet 10 feet 6 inches square (see diagram), 14 yards of border will be required (net.) To find out how much of the carpet will be required for center of this size rug, deduct 3 feet 9 inches from the width and length, which will leave 6 feet 9 inches square to be covered with carpet, or three breadths 2¼ yards long, equaling 6¾ yards. Thus a bordered carpet, 10 feet 6 inches square will require 6¾ yards of carpet and 14 yards of border. To this should be added 1½ yards to allow for waste in matching the figure. Any square room can be figured out in this manner. If the room is odd shaped having a bay window, fire place or offset, send a sketch giving all measurements.

Our complete Carpet Table showing the actual number of yards required for different size rooms for plain and border carpets. It includes waste.

This List comprises all the different makes of Carpets, such as Ingrain (36 inches wide), Tapestry Brussels, Velvet and Axminster (27 inches wide), plain or with the border. We wish to draw your attention to one fact in ordering carpets. When your room is 13x15 feet, and you wish an Ingrain carpet 36 inches wide, you will notice that we have to use four widths 15 feet long; that will leave one foot of your room uncovered. Now in order not to waste two feet of carpet the entire length of your room, we simply split one width in two, using only one-half width, as our table for carpets shows you below. Again, we take this same room, 13x15 feet. In case the widths of this carpet could be run any direction in the room, by using five widths and running the lengths 13 feet long, you would not only save carpet, but the widths would fit in exactly, as five widths of 36-inch carpet make exactly 15 feet. Should your room be irregular in shape, draw a diagram of the room, giving all the dimensions that you can possibly think of and send it in with your order. We will then send you exactly the required number of yards of carpet to fit your room, and charge it to your account. If you have no account with us, you will find that in following the diagram or table given below, you can figure out the approximate number of yards of carpet you may need in order to get an idea of the amount of the first payment that is required, and when you receive the carpet, cut to fit your room, you may check us up to see whether we have charged you correctly.

Size of Room, Feet	Yards of Ingrain Carpet (36 inches wide) Needed	Yards of Brussels or Velvet (27 inches wide) Needed	Yards of Brussels or Velvet Made With Border (including border) Needed	Size of Room, Feet	Yards of Ingrain Carpet (36 inches wide) Needed	Yards of Brussels or Velvet (27 inches wide) Needed	Yards of Brussels or Velvet Made With Border (including border) Needed	Size of Room, Feet	Yards of Ingrain Carpet (36 inches wide) Needed	Yards of Brussels or Velvet (27 inches wide) Needed	Yards of Brussels or Velvet Made With Border (including border) Needed	Size of Room, Feet	Yards of Ingrain Carpet (36 inches wide) Needed	Yards of Brussels or Velvet (27 inches wide) Needed	Yards of Brussels or Velvet Made With Border (including border) Needed
9 x 9	10½	12¾	17¾	10 x 18	22¾	28½	33⅔	13 x 16	26	34	38¾	17 x 17½	37	49⅓	62
9 x 9½	10½	13⅔	18¾	11 x 11	16	20	25⅓	13 x 16½	26½	35	40	17 x 18	37½	50¾	63½
9 x 10	10½	14½	19¼	11 x 11½	16½	20¾	26⅓	13 x 17	27	36	41	17 x 19	40¼	53⅓	66¾
9 x 10½	11½	15	20	11 x 12	16¾	21¾	27½	13 x 18	30	38	43¼	17 x 20	41½	55¾	69
9 x 11	12	16	21	11 x 12½	17½	22½	28½	14 x 14	25½	32	37½	17 x 21	45	58¾	61½
9 x 11½	12½	16½	21½	11 x 13	19	23½	29½	14 x 14½	26	33⅔	38¼	17 x 22	45½	61¼	64
9 x 12	12¾	17	22½	11 x 13½	19½	24¼	30⅓	14 x 15	26½	34½	39⅓	17 x 24	50½	66⅔	69⅓
9 x 12½	14	17¾	23½	11 x 14	20	25	31⅓	14 x 15½	28½	35¾	40½	18 x 18	39	50¾	59
9 x 13	14	18½	24½	11 x 14½	20¼	25¾	32⅓	14 x 16	29	36¾	41⅔	18 x 18½	39¾	51½	60¼
9 x 13½	15	19	25	11 x 15	21½	26¾	33½	14 x 16½	29½	38	42¾	18 x 19	40	53⅓	62
9 x 14	15¼	20	26	11 x 15½	22	27½	34½	14 x 17	30	39	44	18 x 19½	41	55	64
9 x 14½	15¼	20½	26½	11 x 16	22½	28¼	35½	15 x 15	26¾	37⅓	40	18 x 20	42	55¾	65
9 x 15	16½	21	27	11 x 16½	23	29	36½	15 x 15½	27½	38⅔	41¼	18 x 21	44	58¾	68
9 x 15½	17	22	28½	11 x 17	23½	30	37⅓	15 x 16	28½	39¾	42⅓	18 x 22	46½	61¼	71
9 x 16	17¼	22½	29½	11 x 18	25¾	31⅔	39⅓	15 x 16½	29	41	43½	18 x 24	50½	66⅔	77
9 x 16½	17½	23	30½	12 x 12	18	23¾	28	15 x 17	29½	42	44⅔	19 x 19	43	56⅔	62⅔
9 x 17	18½	23⅔	31½	12 x 12½	18½	24¾	29½	15 x 17½	31½	43¼	45¾	19 x 19½	44	58	64
9 x 18	19¼	25	33	12 x 13	19	25¾	30	15 x 18	31¾	44⅓	47	19 x 20	46	59½	65⅔
10 x 10	13	16½	20½	12 x 13½	19½	26½	31	15 x 18½	32½	45¼	48¼	19 x 22	49⅓	65¼	71¾
10 x 10½	14	17¼	21½	12 x 14	20½	27½	32	15 x 19	33½	46⅓	49⅓	19 x 23	54¾	68¾	74¾
10 x 11	14½	18	22	12 x 14½	21	28½	33	15 x 20	34	49	51⅔	19 x 24	55	71	77¾
10 x 11½	14¾	18¾	23	12 x 15	21½	29½	34	15 x 22	38	53⅔	56⅓	20 x 20	47¼	63	72
10 x 12	15	19½	23⅔	12 x 15½	22½	30½	35	16 x 16	31¼	41½	47⅓	20 x 20½	51	65	74
10 x 12½	15½	20¼	24½	12 x 16	23	31¼	36	16 x 16½	32	42½	48¾	20 x 21	52	66	75⅓
10 x 13	16¼	21	25⅓	12 x 16½	23¼	32	37	16 x 17	33	44	50	20 x 22	53	69	78⅔
10 x 13½	16½	21¾	26¼	12 x 17	23⅔	33	38	16 x 17½	33¾	45¼	51⅓	20 x 24	59	75	85½
10 x 14	17	22½	27	12 x 18	26	34½	40	16 x 18	35½	46½	52⅔	21 x 21	52	69⅔	76
10 x 14½	17½	23¼	27¾	13 x 13	21½	28	32⅓	16 x 18½	36	47½	53½	21 x 22	53	73	79⅓
10 x 15	19	24	28⅔	13 x 13½	22	29	33½	16 x 20	38¼	51⅓	57	21 x 24	59	79¼	86
10 x 15½	19¼	24¾	29½	13 x 14	22½	30	34⅔	16 x 21	41	53¾	60⅔	22 x 22	56¾	76⅔	83⅓
10 x 16	19½	25½	30½	13 x 14½	23	31	35¾	16 x 22	42	56¼	60⅔	23 x 23	65	84	91
10 x 16½	20½	26¼	31¼	13 x 15	24	32	37	16 x 24	46¼	61	68⅔	24 x 24	66	91¼	100
10 x 17	20¾	27	32	13 x 15½	25½	33	37¾	17 x 17	35½	48	50⅔				

Send for Our Catalog of Organs, Pianos, Talking Machines and Records

We are proud to offer here, the celebrated Weimer Piano, the famous Mozart Organ, and the great Victor Talking Machine.

These days, when so many cheap, worthless instruments are being offered at ridiculous prices, and when so many catch schemes and questionable offers are being made, it does one good to feel and know that there is at least one place to turn for a good honest square deal; where a really fine organ, piano, or phonograph can be bought on a generous, liberal, fair, honest, easy-way-to-pay-plan at the lowest price for which anything worth while can be bought.

On the following pages, we show our leaders in high grade instruments and you will do well to select from these pages. We publish a separate musical instrument catalogue containing our complete line and if you require a bigger variety to select from, send for it at once. We will mail it to any address FREE upon request.

Our Great New Offers

We have reduced the price of the famous Weimer Piano from $185.00 to $170.00. This makes the Weimer the grandest piano value in existence. You will wonder how we have been able to make such an enormous reduction in the price of the world's best home piano.

Here Is the Reason Why

We have stopped sending pianos on free trial. Such a scheme may be necessary for concerns selling unknown makes and pianos that have no reputation and which are unreliable. Of course the plan is to get the piano in your home. After you have paid the freight charges and gone to all the expense of hauling the piano the chances are that you can be forced into keeping the instrument rather than go to all the trouble of packing it again and hauling it back to the railroad station, and re-shipping it.

Our new plan does away with all this nonsense. It also eliminates the expense in connection with shipping pianos to unreliable people and to many other people who simply take advantage of the free offer and have the piano sent to them with no intention of keeping it. Now, you know just as well as we do, that any dealer or mail order house must figure in the expense in connection with such risky business. They must figure in what it costs them for freight on pianos that are returned and the damages done to the instrument in transit, and there are hundreds of other items which they have to figure in the cost.

There was a time when we thought it necessary to do these things, too, but we have come to realize that with a piano of such world-wide reputation as the Weimer we can sell all the factory can make, to reliable people who are willing to pay for their piano, if it is satisfactory, and who can afford to send us the small first payment which is all that we ask as an assurance of your good faith.

When you consider that we only require a payment of $5.00 you will know that our plan is just as liberal as ever, but you will also understand that we do not intend to send out promiscuously, to all sorts of unreliable people on free trial, a high grade standard instrument and run the risk of some people not even having money enough to pay the freight on it.

It is true our credit system is intended for the workingman; but we are too friendly with the working people to want them to go into debt for something they can't afford to pay for, and if a person cannot send the $5.00 first payment in advance they certainly could not pay the monthly installments and we do not wish to get people into debt and to make trouble for them afterwards.

Endless thousands of people who own Weimer pianos will tell you that they have no equal and now that the price has been reduced to $170.00 you should not even consider any other make. The Weimer is the piano for you, for your home, for your children. It will last a lifetime. It is the equal of any $300.00 piano on the market and must not be compared to the ordinary cheap mail order piano that is sent broadcast around the country without any money down, and on which the margin of profit is so great that the sale of one piano pays for the loss of two other instruments.

So our advice to you is to buy a first class piano now and you will have no regret in time to come.

Our Fair, Honest, Easy Terms

According to our new plan you really get the easiest credit terms in the world. You take no risk and we take none, because you are honest and we are honest, and we pledge ourselves to satisfy you in every respect or return any money you have sent us, and pay all the freight. So you must be absolutely satisfied and pleased with your instrument or it doesn't cost you one penny. You send us only $5.00 cash and we ship the piano to your station. After you have used it for 30 days on approval, and have come to the conclusion that it's the best piano made, then you begin to pay the balance of the cost price at the rate of only $7.00 a month.

We sell organs and phonographs on equally attractive terms. You get real value for your money from us, and it's easy to pay the People's way.

Something About the Construction Of Our Famous Instruments

The Weimer Piano

The Construction of the Weimer Piano is based upon years of experimenting and study in the endeavor to evolve an absolutely perfect instrument, and the fact that the greatest pianists in the world, concert players and professional teachers in every country highly recommend the Weimer, is proof enough of the high degree of perfection which the makers of this piano have attained.

Only the highest grade of tested material is used in the making of the Weimer. Every detail is carefully examined—every step of construction is tested before the next step is permitted. It is simply impossible for a flaw to creep in the making of this instrument. Every string is carefully selected and tried. Every metal part passes a most thorough examination. Every bit of lumber is chosen by experts who understand best what is necessary for the making of a perfect piano.

Tone in a piano means life, soul, sweetness. In the Weimer the tone is full, round, reasonant and pure. It is of a quality that improves with use and will sound as rich and beautiful at the end of ten or fifteen years as it does when new. The character of the tone is remarkable for its mellowness and smoothness and its extraordinary carrying power. It is clear as a bell and rich and sympathetic. In tone quality the highest point of excellence has been successfully reached.

The Action of the Weimer is perfection itself. The mechanical construction is such as to make the keys responsive to the lightest touch, so that the hard thumping of the keys which is so wearing on a piano is not necessary on this splendid instrument. Even when the loudest tones are desired, pounding is unnecessary, because of the extreme sensitiveness and responsiveness of the Weimer action.

The Scale on the Weimer is perfectly drawn, giving that evenness of tone which appeals so strongly to the musically educated.

The Metal Frame is so constructed that it gives the greatest strength with the least weight and is constructed in the most perfect manner so as to guarantee against twisting or buckling. The strings are placed on this frame and it is securely bolted to the back and pin block in which the tuning pins are set.

The Sounding Board is made of absolutely perfect and thoroughly seasoned mountain grown spruce, ribbed with braces of the same material and dovetailed into the solid back, making it absolutely perfect.

The Strings are spun from the finest quality steel and perfectly tempered and subjected to a thorough stretching process before being tuned. They are free from imperfections and represent the highest standard known to string making.

The Keys are perfectly weighted and balanced and accurately adjusted. The white keys are perfectly faced and the black keys are ebony finished.

The Hammers are made from the very finest and most expensive all wool piano felts and adjusted by skilled mechanics who thoroughly understand this most delicate feature. Hammers thus constructed insure pure round tone and respond precisely to the most delicate touch.

The Cases of the Weimer Pianos are the highest type of the cabinet maker's art. They are perfect in every respect. They are made of the very best grade of richly figured, sawed veneers and the case work is double veneered inside and outside so as to guarantee against cracking or splitting. Each case is given from eight to twelve coats of varnish, each coat being allowed to set for 10 days, thus from 80 to 180 days time is required to produce the perfect finish attained on the Weimer.

In Every Detail of Construction and in the quality of every material used the Weimer Piano is superior. We therefore, urge you to buy the best when it is offered to you at such a wonderful saving and on such generous terms.

Guaranteed for 25 Years. With every Weimer Piano we issue a 25-year Guarantee.

The Mozart Organ

The Action of an organ is the technical term for the music-making parts. It is the heart and soul of the instrument—the vital mechanism upon which depends the value of the organ so far as the tone is concerned. The Actions furnished in Mozart organs are the best that can be produced by the largest organ factory in the world—one that has been in existence for 68 years and at the present time stands foremost in reputation among the highly reputable organ manufactories of America. Nothing but the best materials are used in the making of these Actions, and they are constructed by experienced organ builders who have spent the best years of their lives in the study of their art. The choicest felts, leathers, etc., only are used for valves and mutes. The bellows are of the finest selected seasoned stock and superior India rubber sheeting. The construction is perfect and most durable in every case. The touch is quick and responsive and every Action carefully regulated, perfectly fitted and adjusted throughout.

The Lumber from which the MOZART ACTIONS are made, is thoroughly inspected and selected by men who have had the widest experience in this line of work and who make a business of purchasing this material for MOZART organs. The great modern labor saving, improved machinery and equipment used in the great MOZART institution, the best materials that experience can select and that money can buy—these are used by the most expert and finest skilled mechanics and organ builders in the world in making the celebrated MOZART ACTIONS. These Actions produce that full, round, sonorous and powerful, pure, clear tone which is peculiar to Mozart quality and for which Mozart organs have attained an international reputation.

Wonderful Musical Capacity There is no musical composition written that cannot be rendered most effectively upon MOZART organs. The Actions are so perfectly made that the player without undue exertion has perfect control over the instrument and is able to produce musical effects only excelled by the finest pipe organs.

The Victor Talking Machine

is the only phonograph in the world having the famous patented **tapering arm** and **perfect sound box,** which are the latest scientific devices for reproducing sound. The Victor has many other improvements which increase the volume of sound and preserve the purity and sweetness of the music. These patented features are found only on **Victor** Talking Machines—beware of imitations.

That these wonderful, improved and perfect instruments please the public best is proven by the fact that over $20,000,000 worth of Victors were sold last year.

Once you get one of these wonderful Victors in your home and listen to the soul stirring waltzes, the minstrel dialogue, the concert pieces, beautiful band and orchestra selections, old fashioned hymns, religious music, etc., you will wonder how you ever existed without it.

Lack of space prevents our listing records in this catalog. There are thousands upon thousands of different selections to be had and to show them all would require a good sized book in itself. Our special musical catalog gives an unlimited variety of all sizes of records. Special booklets containing list of the latest records are published every month. Records can be bought anywhere at a uniformly low price. The new Victor double faced records have music on both sides.

With the late improvements of the Victor Machine all harshness is done away with and the tones ring out as clear as a bell and as sweet and pure as the original music. Victor Records are made in three different sizes—eight-inch, ten-inch and twelve-inch, and any or all sizes can be played on all Victor Machines

$170 WEIMER UPRIGHT GRAND PIANO

Price Reduced from $185 to $170

This is the celebrated Weimer Upright Grand Piano, regular 7⅓ octaves, Full Metal Frame, three Strings to Bass, bushed Tuning Pins, French Capstan Repeating Action, Finest Quality Felt Hammers, Nickel Action Brackets, Continuous Hinges, Extra Heavy Case, Carved Pillar Trusses, Case Handsomely Polished. Special, extra low, easy credit terms.

This celebrated and beautiful instrument is the equal of any $300 Piano on the market, but the People's don't charge the regular piano profit. Why shouldn't you buy a first class piano as low as any dealer? The dealer, even though he buys only one instrument at a time gets it at wholesale price. When you buy from us you save the dealer's profit and get a perfect piano at wholesale factory cost. Our experience in the piano business has proved that the real cheap piano is unsatisfactory and will not stand the test of time. This is absolutely the lowest price for which a strictly high grade perfect instrument can be sold.

THE PRICE represents manufacturer's lowest cost price plus our one small margin of profit.

The terms are the most liberal ever offered on a good piano. You pay us only $5.00 with order, balance $7.00 per month.

SPECIAL TERMS
$5 Cash
Balance
$7 a Month

The Only High Grade, Low Priced Piano On The Market—Guaranteed for 25 Years

Grace and beauty of outline; a rich, massive appearance; a most beautiful case; the same high grade action as is found only in pianos of the best class; the unequalled even, pure sweet Weimer singing tone—these are the distinguishing features of our Weimer Upright Grand Piano.

THE CASE is mahogany finished and is of the beautiful design as shown in the illustration. The panel in the music desk extends the full length of the piano and is elegantly ornamented with hand carvings. It is fitted throughout with handsome mouldings and carved pilasters made of solid wood.

THE FINISH consists of the best wood filler; eight coats of the finest piano varnish, rubbed smooth and hand polished, forming a finish superior to that of any other make of piano.

THE ACTION. This most important, delicate mechanism, on which hinges the value of the piano as an instrument, is the highest grade standard action made. It is guaranteed to be absolutely reliable; made of the best seasoned material, preventing warping or splitting and making it everlasting. The touch is easy, quick, elastic, responsive and of unsurpassed precision and unerring repetition.

THE TONE is full and rich and blends most harmoniously with the human voice and possesses a splendid volume that does not deteriorate from use. but sounds as rich and beautiful at the end of ten or fifteen years as it does when new.

THE SOUNDING BOARD is made on the principle which has long been recognized by musical experts as the very best possible method of tone production so as to not only make it the strongest but of the greatest carrying power and most resonance. Shipping weight, 750 pounds, boxed.

THE SCALE is full 7⅓ octaves with overstrung bass; white celluloid keys; metal frame and improved double repeating action.

SIZE. This wonderful piano is full size, measuring 4 feet 7½ inches high, by 5 feet 5 inches long, by 2 feet 3 inches deep.

STYLE-E MOZART ORGAN $55.00

YOU PAY US ONLY $5.00 CASH for this organ and the balance in easy payments of $4.00 each month while you are enjoying the use of the instrument in your home.

SUPREMACY IN VALUES

Sane, sensible, economical business methods—expert knowledge of manufacturing, a large volume of business conducted at a minimum expense, making even the smallest margin of net profit a satisfactory revenue—these are the things which in our many years of dealing with people all over the United States have made unassailable our supremacy.

No dealer, no catalog house ever has been able to offer so satisfactory an instrument—perfect in tone and action and handsome in appearance—at anywhere near such a low price. REMEMBER in considering this organ that it is a genuine MOZART ORGAN of brilliant tone quality and splendid volume of tone. This Mozart Style E. is a substantial instrument in every way. The reeds are of the highest quality, the lumber of which it is made is thoroughly seasoned, the stop and reed combinations are adequate for the performance of any kind of music, and we will be glad to have it compared with the best organ you can get elsewhere at a similar price.

TWO IMPORTANT REASONS why you should buy your organ from the People's Outfitting Co., Detroit, Mich.

First, because Our Generous Terms of Credit fully protect you, as you only need to pay the small cash deposit as a first payment and the organ is promptly shipped to you. You take it to your home and use it. Then if you find it unsatisfactory in any way you return it to us and we send right back to you every cent you have paid us and also pay the freight charges. If you keep the organ (and we have never yet had one returned to us) you can pay the balance of the cost price in easy monthly payments while you are enjoying the use of the organ in your home.

Secondly, MOZART ORGANS have a world wide reputation for high quality and perfect tone. They are not in the same class with the ordinary commercial organs with which the market is flooded and which are offered at almost any price and dear at that. Mozart organs were never before offered at such low prices and never before were you offered this standard high class organ on generous easy credit terms.

THE CASE. This case is made in walnut which is selected for its great beauty, and which is thoroughly sun dried, then kiln dried before it is worked up into the beautiful case you see in this illustration. Months and months of time are required between the time the lumber is brought into the factory and the time it is used for the case.

The design of this case is one of rare beauty and one which embodies every new and artistic idea as advanced by authorities on fine organ designing. You will note the broad, roomy music desk; the large book receptacle in top; the large panel French bevel plate mirrors (one on each side); the exquisite carvings; the panel sides and the neat, heavy, strong side handles. There is no detail of construction slighted in this fine case and the finish is done in several coats of finest piano varnish, each coat being allowed to set, then smoothed and rubbed before the next succeeding coat is applied. Quality considered this is the most ideal organ for the home ever made and sold at such a low price.

The Organ in the Home adds greatly to the happiness of the whole family. The evenings spent in music, song and merriment can never be forgotten nor can the true pleasure and the real benefits derived therefrom be measured in mere dollars and cents. The happy home days are remembered throughout life and the fondest of all recollections of the grown man or woman are those of the family in the old home gathered about the organ, singing the grand old hymns which father and mother so much loved, or listening to the children play and sing the popular airs. No, indeed, there is no more refining influence and no greater aid in character building than music. And now the opportunity has come for you to own one of the very best Organs, no matter who you are, where you live or what your circumstances may be. Our Low Price..... **$55**

Terms $5 cash; balance $4 a month

"It's Easy to Pay the People's Way"

Victor TALKING MACHINES

Do You Like Music?

Wouldn't you enjoy having your family sit around the fire in your own home and listen to a famous band play, to a celebrated quartet sing, or to an orchestra render some lively selection—wouldn't you like to invite some of your good friends and neighbors in to spend some of the long winter evenings with you, and enjoy with them the latest popular songs as well as the best of music of every kind?

Of course you would—and if you are careful to choose a **Victor** you **can** do this very thing and get more real pleasure and amusement for a smaller amount of money than you could possibly get in any other way.

Pick out the style of machine you prefer from the following pages, note the price, then refer to the table of terms on page 5 of this catalogue. Send the small first payment with your order and we will ship you the wonderful Victor Talking Machine of your choice, and you can use it and enjoy it in your home while you are paying for it on the People's Easy-Way-to-Pay Plan. If after you have taken this superior instrument into your home, you are not thoroughly satisfied with it—send it back and we return your money, including freight charges.

The time is coming when every family in this country will own a Victor. People are rapidly learning how much better the Victor is than any other phonograph and it's only a question of time until a Victor will be found in every home in the land.

Victor Talking Machines now offered for the first time on the Easy-Way-to-Pay Plan

There is no other method of supplying real good, enjoyable music at so low a cost. A certain amount of entertainment such as is supplied by the Victor is practically a necessity and the Victor is looked upon more and more as a **household necessity.**

If you have never had a Victor in your home you cannot imagine how much pleasure you and your whole family would enjoy listening to its music. You can buy new records at small cost from time to time so that you never grow tired of it. And by and by you have such a variety of selections that you can entertain your friends for hours at a time and not play the same piece twice.

If you like dancing you can arrange a dance in your home or in a hall, for the Victor can be heard to the farthest end of a big hall and records furnishing dance music can be had in any number. The tones are not too loud but clear and sweet and of good carrying quality.

RECORD CABINETS. We carry a complete line of record cabinets. Prices and styles furnished upon application. Preserve your records in one of our specially constructed record cabinets. It keeps them free from dust and careless handling.

Now You Can Have a Victor

Victor Talking Machines are now offered for the first time on the People's Easy-Way-to-Pay Plan. We offer you these high grade instruments on the same generous credit plan upon which we sell you any article of home furnishings, and our same double binding guarantee insures you perfect satisfaction or you get your money back.

Once you get one of these wonderful Victors in your home and listen to the soul stirring waltzes, the minstrel dialogs, the concert pieces, beautiful band and orchestra selections, old fashioned hymns, religious music, etc., you will wonder how you ever existed without it.

We now place this wonderful instrument within the reach of all. The Victor is no longer to be enjoyed by the rich alone—it is now offered to everybody—to **you** at the **lowest price** and on the most liberal of credit terms—it is now offered to you on the People's Easy-Way-to-Pay Plan.

The Genuine Victor Talking Machines are quoted in this catalogue at the **lowest net cash prices,** established by the manufacturer himself, yet we are offering you any of them on our generous Easy-Way-to-Pay Plan. We are obliged, therefore, to say that **we can give no discount for cash.**

VICTOR RECORDS are absolutely perfect. With the new improvements of the Victor Machine all harshness is done away with and the tones ring out as clear as a bell and as sweet and pure as the original music. Victor records are works of art—they are exact reproductions of the original, made from the finest material by the most skilled workmen. They are made in three different sizes—eight-inch, ten-inch and twelve-inch, and any or all sizes can be played on all Victor Machines.

We furnish 200 needles free with every machine. They will last you for a long time. Extra needles can be purchased at small cost at any music store.

The Victor is the only phonograph in the world having the famous patented **tapering arm** and **perfect sound box,** which are the latest scientific devices for reproducing sound. The Victor has many other improvements which increase the volume of sound and preserve the purity and sweetness of the music. These patented features are found only on **Victor** Talking Machines—beware of imitations.

REMEMBER, there's no phonograph like the Victor—you cannot get a lower price than we offer—and you can never get such liberal easy credit from any other concern. We want **you** to take advantage of the People's Easy-Way-to-Pay Plan and have a beautiful Victor Talking Machine in your home for you and your family to enjoy.

IT'S EASY TO PAY—THE PEOPLE'S WAY

VICTOR No. 1 TALKING MACHINE $25

Including Flower Horn and 200 Needles

Take advantage of our Easy-Way-to-Pay-Plan and have this wonderful Victor in your home for every member of your family to enjoy. It will prove the best investment you ever made. The small monthly amounts will soon pay for it while you are using it and you will never miss the money. It is the lowest priced Talking Machine made with a tapering hollow arm and is the equal of any $35 machine offered by other concerns. This machine is guaranteed by us as well as the Victor Talking Machine Co., and we stand ready to refund your money in full, if after giving it a trial you find it unsatisfactory in any particular. It is constructed according to the latest methods of scientific sound reproduction. The cabinet is constructed of polished quartered oak, perfectly dust proof throughout. It has a hollow tapering arm, and an eight-inch turn table that can be used for all sizes of records. The motor is noiseless, and can be wound while the machine is playing. It has a single spring and newly designed spiral drive. It is fitted with the latest improved new flower horn with a 19-inch bell. This includes an adapter. Horn is finished in ebony; diameter of bell is 19 inches and length is 23 inches. We furnish with this machine 200 needles with a two-part box for new and worn out needles. **Price,**.....$25.00

This Musical Wonder of the 20 th Century will be shipped you on approval

$3.50 CASH is all you need pay and we ship you this great instrument. The balance of the low cost price you pay at the rate of only $1.75 a month

VICTOR Z. Talking Machine

$17.00

TERMS $2.50 CASH, $1.00 MONTHLY

You will get splendid service from the Victor Z. Talking Machine. It is the greatest value ever offered for the money and is, in many respects, superior to machines passed off by other dealers at fancy prices. It will hold any size record and we guarantee it to reproduce the music perfectly. It is fitted with a powerful steel motor inclosed in a perfectly dust and moisture proof oak cabinet. We furnish it just as illustrated at $17.00, upon terms of $2.50 with order and $1.00 monthly for the balance. If you want the best phonograph to be had anywhere in the world at such a low price, order this Victor Z from us at once. Price $17.00.

Victor Jr. Gramophone

THE LOWEST PRICE EVER PLACED ON A GENUINE VICTOR

ONLY $10.00

$1.50 cash

75 cents Monthly

This is the lowest priced genuine talking machine on the market. Will take any size and make of disc records and will give entire satisfaction. We offer it just as illustrated for $10.00, upon terms of $1.50 cash, 75c monthly. Considering our most liberal terms, we cannot help especially recommending that the **VICTOR NO. 1 TALKING MACHINE,** illustrated above, be selected in preference to this machine.

Buying a phonograph is like buying a watch —the better one you get to begin with the better you are satisfied. However, we positively guarantee that the VICTOR JUNIOR is a better machine than any similiarly priced one, and we will send it to you upon the same understanding and guarantee as our higher priced talking machines. Price $10.00.

Improved Victor No. II Talking Machine $30

TAPERING HOLLOW ARM

TERMS $4.50 CASH, $2.00 MONTHLY

IT'S EASY TO PAY— THE PEOPLE'S WAY

OUR IMPROVED VICTOR NO. II talking machine is the finest instrument of its kind made and sold at such a low price. It has many points of superiority, one of which is its ability to play three ten-inch records with one winding. It can be wound while playing.

THE CABINET is constructed of highly figured quartered oak, finished in a rich piano polish. It is extra well made of a handsome design and perfectly dust proof.

THE ARM is constructed according to the latest method of reproducing sound.

IT HAS AN EXTRA HEAVY SINGLE MOTOR, with a newly designed spiral-drive which gives it great strength and high efficiency; has a ten-inch turn table that can be used for all sized records.

THE HORN is made of black Japan steel with a 11⅜-inch brass bell. Including the tapering arm it measures 25 inches long.

With this machine we furnish 200 needles, with a two-part box for new and worn-out needles.

Remember we will ship you this extraordinary musical instrument on receipt of the small first payment required, and permit you to use and enjoy it in your home while you are paying for it in small monthly installments. This is the greatest offer and the finest opportunity of possessing one of the world's best talking machines. We want you to take advantage of this wonderful offer. Price $30.00.

Improved Victor No. III

TALKING MACHINE

WITH DOUBLE TANDEM EXTRA HEAVY SPRINGS AND IMPROVED TAPERING HOLLOW ARM.

$40.00 Terms: $5.75 Cash; $2.50 Monthly

All disc records are played by this new machine more perfectly and more true to the original music than has ever been possible with machines of other make. Be sure to get a Victor.

Our model III. Victor is a wonderful talking machine, in every respect equal to any other make machine selling at from $60 to $75.

ONE REMARKABLE FEATURE about this splendid talking machine is its ability to play five ten-inch records with one winding. In this as well as in every respect, it is superior to any $60.00 machine made by other manufacturers.

IT HAS AN EXTRA POWERFUL MOTOR with double tandem, extra heavy springs, with a newly designed spiral-drive. Another point of superiority—the Victor III. can be wound while playing without interfering with the music.

THE TURN-TABLE measures ten inches and can be used for all sized records.

THE CABINET is made of choice quarter sawed oak, hand rubbed and polished to a mirror-like brilliancy. It is fitted with a black Japan steel horn with a 13-¾ inch brass bell.

Two hundred needles contained in a two-part box is furnished free with each machine.

For complete satisfaction and enjoyment we heartily advise the purchase of an Improved Victor No. III. Remember, we require only one small first payment before we ship you this wonderful instrument. You then can hear in your own home the finest selections of the world's greatest musicians. The balance is easy to pay in the small monthly sums that you never miss. Think of being able to listen to the voices of the world's most celebrated singers and musicians at your own fireside, and for almost nothing. By all means order this machine; we guarantee thorough satisfaction.

Improved Victor No. V

TALKING MACHINE

WITH IMPROVED TAPERING HOLLOW ARM

$60.00

Terms: $8.00 Cash, $4.00 Monthly.

AS A POSITIVE PERFORMER THE IMPROVED VICTOR NO. V TALKING MACHINE WILL EQUAL ANY $100 MACHINE MADE and stands second only to the Improved Victor No. VI. You do not have to take our word for it, use it in your home; put it through the most rigid test with any size record; get your friends together and let them pass their opinion upon it, then if you decide that it is not all and more than what we represent it to be, and if you are not satisfied with it in every way, just send it back to us and we will refund your first deposit and the freight charges both ways besides. If it suits you, you keep it; if not, you return it to us and you will not be out one cent.

One of the most important parts of the talking machine is the motor and we bid you to carefully note the description of this one. It has triple tandem extra heavy springs with a newly designed spiral-drive. With one winding you can play eight ten-inch records. It has a 12 inch turn-table that can be used for any sized records.

Like our No. IV Victor it has an improved speed regulator that indicates the exact speed at which the machine is running.

We furnish 200 needles with a neat two-part box for new and worn-out needles with each machine, without extra charge.

The horn furnished with this machine is made of black Japan steel and has an 18½ inch brass bell.

Improved Victor No. IV TALKING MACHINE

WITH TAPERING HOLLOW ARM

$50.00

Terms: $7 Cash, $3.50 per month.

HERE IS THE MOST POPULAR TALKING MACHINE MADE. There are more of this type talking machines made and sold to the public than any other in the world. There is a reason for its great popularity. It is because this machine will reproduce sound in all its beauty and purity, and, furthermore, its medium price places it within the reach of all, especially when it can be had on our easy-to-pay plan. There is no need of purchasing a cheap "scratchy" machine when with a small first deposit this magnificent article can be placed in your home for you to use and enjoy while paying for it in small monthly installments.

The Improved Victor No. IV talking machine has a solid mahogany case highly polished to a mirror-like brilliancy, with a hinged top.

THE MOTOR is extremely powerful and indestructible, made of double, extra heavy tandem springs, and a newly designed spiral-drive. It will play five ten-inch records with one winding and can be wound while playing.

The turn-table measures ten inches in diameter and can be used for all sized records. Another improved feature about this machine is that it is fitted with a speed regulator, an adjustment that will tell you at a glance the speed at which the machine is running. You will appreciate this point in view of the fact that different music requires to be played in different time to get the best effect. We furnish with this machine 200 needles with a two-part box for new and worn-out needles without extra charge. We furnish also a black Japan steel horn with a 16½ inch brass bell.

IMPROVED VICTOR No. VI TALKING MACHINE

14-KARAT GOLD MOUNTINGS

PRICE **$100.00**

Terms: $14.75 Cash; $6.50 Monthly.

With the Improved Tapering Hollow Arm

THE BEST TALKING MACHINE MADE. No talking machine in the world can compare with this, our Improved Victor No. VI, regardless of the price. This machine has pleased the most refined tastes of the world's best artists and singers. In placing one in your home you will possess yourself of an instrument that will give you infinite enjoyment. Remember, we require only a first small deposit and a still smaller monthly payment.

The Improved Victor No. VI has a richly carved, highly polished San Domingo mahogany Cabinet with a hinged top. It's beauty is greatly enhanced by the four Corinthian carved columns, surmounted by beautiful gilded capitals.

As explained in our description of the Improved Victor No. V, the motor forms a very important part of the machine and we call your attention especially to the one furnished in the Victor No. VI. It is extremely powerful and absolutely dependable and with one winding you can play eight ten-inch records, and furthermore, it can be wound while playing. It is constructed of nickel plate triple tandem extra heavy springs and is perfectly protected from dust and moisture.

The turn-table measures 12 inches in diameter. The sound box is gold plated and the metal parts are finished in 14-karat gold plate.

It has a speed regulator, an adjustment that indicates the exact speed at which the machine is running. You can adjust the speed of the music to suit your own taste.

The horn is made of cross banded veneered mahogany with mahogany bound rim of exquisite proportions, just as illustrated. With each machine we furnish, without extra charge, 200 needles in a two-part box for new and worn-out needles.

THE BEACON SHOWS YOU THE WAY.

CONSISTENT with our established policy of listing only the highest grade of goods at the lowest possible prices, the line of Steel Ranges, Cook Stoves, Base Burners and Oak Heaters shown in this catalogue are positively of the very latest models and the best to be obtained for the money anywhere in the world.

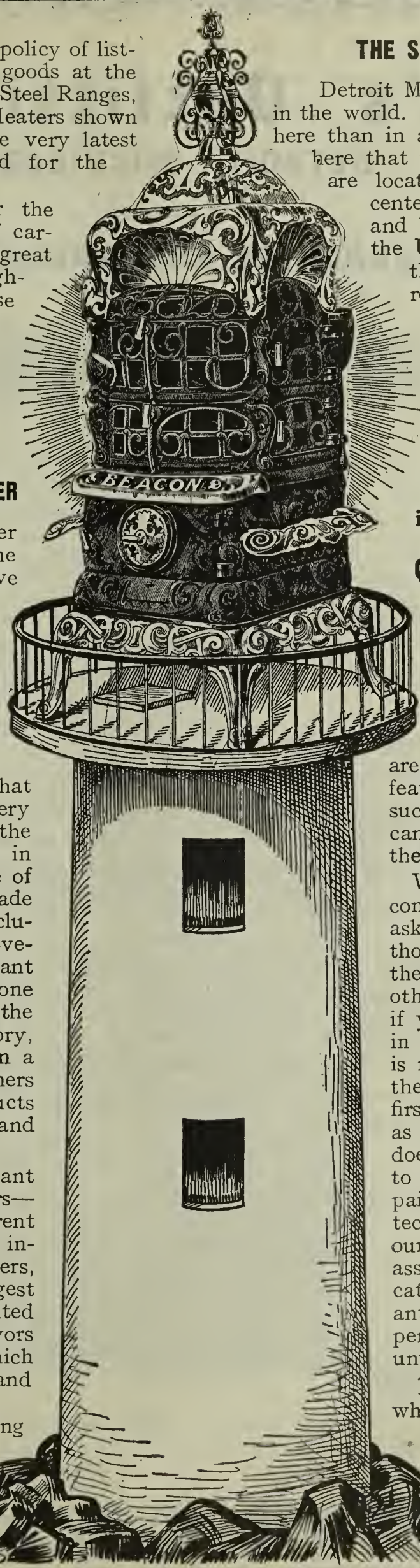
When we go into the market for the purpose of purchasing the hundreds of carloads of stoves to be sold in our ten great house furnishing stores scattered throughout the country, and for our immense mail order house, we order certain grades of stoves from one manufacturer noted for his efficiency in turning out that particular grade; then we order other grades from others and so on.

WE BUY THE BEST FROM EVERY MAKER

We have a marked advantage over every other dealer in stoves in the country. We are the most extensive dealers of stoves and ranges in the United States and our heaters, stoves and ranges offered in this book represent the best products of the largest plants in the world. We pride ourselves that we do not manufacture our own stoves, and we tell you why: The stove industry is a peculiar one. There are no two manufacturers that excel in the same line. Each and every one of the greatest manufacturers of the country has developed abnormally in some particular direction, and because of certain abilities and advantages has made extensive discoveries and secured exclusive patents on certain scientific improvements which have established their plant as the greatest in the world for some one particular kind of stove. How can the concern, with only an ordinary factory, attempting to make everything from a small gas stove to the largest base burners and steel ranges, expect their products to compete with the most improved and perfected in each line?

Our stove experts are in constant touch with all the great manufacturers—they know where to buy each different kind of stove, and because of their intimate relations with the manufacturers, growing out of our power as the largest buyers of stoves and ranges in the United States, they are able to get special favors in the way of new improvements which are reserved exclusively for our stoves and not found on any others.

This is the reason why we hear nothing but the most generous praise regarding our stoves from customers in every state.



THE STOVE CENTER OF THE WORLD

Detroit Michigan is the greatest stove market in the world. There are more stoves manufactured here than in any other city in the world and it is here that the largest stove plants in existence are located. Having our headquarters in the center of the stove market of the world and being, ourselves, the largest sellers in the U. S. of stoves and ranges direct to the people, we are looked upon and recognized as the logical leaders in the stove trade of this country. It is **very evident, therefore, with these manifold advantages—with no freight to pay from factory to warehouse—with everything in our favor, that our prices are much lower than those of all other concerns, not to mention the great superiority of our stoves and the many new and exclusive improvements which they possess.**

QUALITY FOR QUALITY, PRICE FOR PRICE OUR STOVES ARE THE BEST MADE

Remember, when you buy any certain stove from us you are getting one that has been selected from the greatest factory in the world making that particular kind of stove. You are getting the latest and most improved features that is possible to incorporate in such a stove—you are getting one that can be depended upon absolutely to give the greatest possible satisfaction.

We ask nothing less than that you compare our stoves, and the prices we ask for them on terms of credit, with those of any other concern engaged in the retailing of stoves on a cash basis or otherwise. Order one to your home, and if you find it does not give satisfaction in every particular—if you find that it is not the greatest value to be had for the money, we will cheerfully refund your first payment (which we require merely as an evidence of good faith, and which does not close the sale) and will return to you all freight charges you may have paid. By this means you are fully protected. All the prestige and resources of our great organization are behind every assertion and statement made in this catalogue, and our double binding guarantee goes with every order. We do not permit any sale to be considered closed until you are absolutely satisfied.

Read our guarantee bond, a copy of which is printed on another page. It is an additional guarantee that the stoves described in this catalogue are just as represented.

It's Easy to Pay— the People's Way

People's Outfitting Co.,

DETROIT, MICHIGAN

GUARANTEE AND WARRANTY

We hereby certify and guarantee that the_____sold to

M_____
is thoroughly first class and reliable in every respect.

We guarantee that the workmanship is perfect in every detail, the material used in its construction to be of superior grade, and the price to be the very lowest that we can consistently ask for such high quality goods.

We guarantee said_____to be absolutely flawless and free from defects of any kind, and we agree to replace free of charge any part or parts which may prove defective within a period of two years.

We guarantee safe delivery to any part of the world, and in case of damage in transit, we bind ourselves to make reparation to the holder of this guarantee, immediately upon receipt of the freight bill bearing freight agent's notation of damages.

We guarantee to REFUND MONEY on any purchase which may not meet with complete approval after examination in the home of purchaser.

This "Gold Guarantee" is backed up by FIVE THOUSAND DOLLARS ($5,000.00) in Gold deposited with the First National Bank of Detroit as surety and warranty that all the promises of this guarantee will be lived up to, both in the letter and spirit of the law.

Given under my hand and seal this_____day of_____

A. D._____.

People's Outfitting Company,

Signed. L. Wineman, President

$11.65 MARVEL STEEL RANGE

COMPLETE WITH HIGH WARMING CLOSET AND TEA SHELVES AS SHOWN

IT'S EASY TO PAY THE PEOPLE'S WAY

LOWEST PRICE EVER NAMED This is the lowest price ever placed on a steel range of this description, and we offer it as a proof of our ability to give you a bigger stove bargain than any other mail order house in the world. This sensationally low price is not a mis-print or a mistake of any kind—it is actually all we ask for this complete steel range as shown. Many mail order houses are now offering steel ranges at from $18 to $20 that are not in any way the equal of this "Marvel" Steel Range; and, although we do not recommend this range to our csutomers as being in the same class with our famous "Beacon" line of steel ranges shown on other pages of this catalog, yet we do advise you to take this "Marvel" steel range in preference to any $18.00 or $20 range offered in any other mail order catalog.

IMPORTANT INFORMATION If you were acquainted with some manufacturer of steel ranges and were to ask him what a strictly high grade large steel range could be made for, he would tell you that $18.95 is the lowest factory price for which such an article could be produced, even where made in large numbers by a perfectly equipped stove plant. By referring to next page you will find our "Kitchen Queen" Range listed at $18.95 which is by far a greater bargain than the "Marvel Steel Range shown on this page at $11.65, because the great patented improvements of our "Beacon" line save enough fuel in the course of a year or so to more than make up for the difference in price; and you are getting, besides, a range that is most scientifically constructed in every detail—you are getting a larger range and one that will be as good in ten or twenty years as it is today, with proper care. We want to make it plain to you that our "Beacon" line of stoves and ranges represent the best values in the world, and to prove to you that we can sell a range of the usual ordinary type at a much lower figure than any other concern. The "Marvel" is a thoroughly good range—far better than the average $20 range and will give satisfaction in every way. If you feel that you cannot afford to pay $18.95 for our "Kitchen Queen" steel range we will be glad to sell you this "MARVEL" range, but we urge you to choose a range from our wonderful "Beacon" line and get one of the finest steel ranges ever manufactured at absolute factory price on our Easy-Way-to-Pay Plan, which gives you all the time you want to pay for it in small amounts each month while you are enjoying the use of the range in your home.

The above picture shows our Marvel Steel Range with High Closet, but without Reservoir.

WHY WE RECOMMEND our "Kitchen Queen" Steel Range. We tell you about it here because it is so much better than this "Marvel," that there is no room for a doubt that it is the stove to buy. You will find it economy in the end to get a first class high grade range like the "Kitchen Queen" that will give permanent satisfaction and be worth more after it has been used for years than a new cheap range. The "Marvel" steel range shown on this page is not made in the same foundry where our "Beacon" line of stoves and ranges are produced, and in fact it would be impossible to induce this big manufacturer of fine ranges to lower his standard of quality to the point where "Beacon" ranges could be sold for as low a price as $11.65. We are not like other concerns that describe their cheap ranges to be "made of the very finest materials and by the most skilled mechanics" because such is not the case, and you will find that whatever we say about any of our goods is absolutely true and can be thoroughly depended upon.

DESCRIPTION OF THE "MARVEL"

The main top and covers are constructed of good stove plate so that with ordinary care it will last for years. All parts are carefully fitted so as to allow for heat expansion.

The Body is made of cold rolled steel plate of heavy gauge strongly and accurately riveted, so that all connections are tightly bound.

The high warming closet is of generous proportions allowing ample room for keeping several dishes of vegetables, meats, etc., warm at one time.

The Fire Box is of good size, has an easy-dump grate that works perfectly and will give splendid service for a light grate. Grate is fitted to burn either hard or soft coal.

The Oven is of the latest square type and is a very satisfactory, quick, even baker and is furnished with a steel wire oven rack and convenient clean-out directly under the oven door. The oven door is of splendid design as the picture shows, being of a late rocco pattern. It is steel lined; is perfectly hung and fits snug to the body of the range.

The Reservoir is made of galvanized iron and heats by direct contact with the end of the range. The galvanized iron used is of heavy gauge and will not rust or corrode. Reservoir is packed inside oven for shipment, but it is easily attached to right or left end of range. This reservoir, of course, will not last as long as the heavy reservoir that is built on our famous "Kitchen Queen" steel range which we quote on the next page of this catalog.

REMEMBER No matter what stove or range you order from this book you will get exactly what you pay for in full value received; and since a steel range is an article that receives much use and is bought to last for years and years, we earnestly recommend one of our "Beacon" line of ranges in preference to this our "Marvel" steel range. Be sure to order a range large enough for your needs. See table below.

NO. AND PRICE WITHOUT RESERVOIR		NO. AND PRICE WITH RESERVOIR		SIZE OF OVEN INCHES	NUMBER OF LIDS ON TOP	SIZE OF LIDS	SIZE OF COOKING TOP	SIZE OF FIRE BOX	CAPACITY OF RESERVOIR	WEIGHTS WITH AND WITHOUT RESERVOIR	
33F-304	$11.65	33F-307	$12.65	16 x12x10	6	7-in.	25 x18	7x5x14	13 qts.	130 lbs.	170 lbs.
33F-305	12.65	33F-308	13.65	17½x14x10½	6	8-in.	28 x20	7x5x16	17 "	160 "	200 "
33F-306	13.65	33F-309	14.65	16 x18x11	6	8-in.	30½x21½	7x5x16	21 "	180 "	220 "

Kitchen Queen Steel Range

A Low Priced High Grade Range of the Famous Beacon Line—The Most Remarkable Stove Bargain of the season

Water Front Will be fitted in fire box of this range for only $2.50 extra. Water fronts can be used only in houses piped with running water and in connection with pressure boiler. Do not confuse a water front with a reservoir.

When you send in your order for this Kitchen Queen Steel Range, be sure to mention whether or not you want reservoir and also mention catalog number and price.

The Oven is guaranteed to be a good baker. Its improved construction is a safeguard against buckling. The door is fitted with heavy hinges and patent latch, and when door is open it forms a convenient shelf. The oven has an inside rack and is plenty large enough for baking and roasting. It is a quick and even baker and is equipped with a splendid oven thermometer which makes it easy for you to tell just how hot a fire to keep in your range in order to produce the best results with the use of as little fuel as possible.

Nickel Trimmings are situated on high closet, tea shelves, front of top, fire door, oven door, clean-out door, reservoir and below oven. Best quality nickel guaranteed.

We offer you this six-hole steel range which is the lowest priced, high grade Steel Range on the market, with the positive and binding assurance that it is reliable in every way—it is perfectly constructed of the best materials used in stove making; it is neat in appearance; will cook and bake well; and will throw an even steady heat with less fuel than any other steel range ever sold at such a reduced price.

$18.95 Easy Credit Terms

Description This latest improved thoroughly well made range is of good size, height of range body being 26 inches. Height of closet 23 inches. The fire box is 8 inches wide, 6 inches deep, and 19½ inches long. It is suited to all the demands of the average kitchen and will give splendid satisfaction because it is strictly up to date in every detail.

The Body is made of polished steel of heavy gauge, the best material obtainable and will withstand the action of any fire. It is firmly and evenly riveted together with steeple headed rivets, driven cold by hand as in a boiler It is well lined and all parts arranged in correct relation to each other, insuring best results.

Sectional Top contains six large holes and covers evenly cut and thoroughly braced to prevent warping. The main top is made of cast iron sectional plates, in exactly the same manner as are the highest priced ranges on the market.

Fire Box is made and fitted according to the latest scientific principles so that all of the heat from the fire is made use of to the best advantage, insuring easy cooking and splendid baking with fuel economy.

The Durable Grate works perfectly and is adapted to all kinds of fuel, being made of a design that will hold fire for the longest time, and of such proportions as to insure greatest heat with the use of the least fuel. Experts acknowledge this grate to be the most perfectly constructed of any yet produced.

How You Save Situated, as we are here in Detroit, the greatest stove market in the world, we are able to sell you stoves of the finest make for even less than you would pay regular mail order houses for the cheaper grades. Other dealers and mail order houses have to come here to buy their best goods, so why not get what you want direct from us and save all extra profits. We sell to you on the same terms and at the same prices as we sell dealers and give you over a year's time to pay us in small monthly payments. It's easy to pay the People's way.

See Table Below For Weights, Sizes, Prices and Terms.

Catalog Number	Diameter of Lids	Size of Oven in Inches	Size of Cooking Top	Capacity of Reservoir	Size of Pipe Collar	Shipping Weight	Without Reservoir		Including Reservoir	
							Prices	Terms	Prices	Terms
33H-419	8 Inches	16x18x11	30½x21½ Inches	11½ Quarts	6 Inches	220 lbs.	$18.95	$2.75 Cash; $1.25 Monthly	$23.25	$3.50 Cash; $1.75 Monthly
33H-420	8 Inches	16x18x12	33 x21½ Inches	13½ Quarts	7 Inches	225 lbs.	20.95	3.00 Cash; 1.50 Monthly	25.25	3.50 Cash; 1.75 Monthly
33H-421	8 Inches	20x20x13	35½x23½ Inches	13½ Quarts	7 Inches	240 lbs.	22.85	3.50 Cash; 1.75 Monthly	27.15	3.75 Cash; 1.75 Monthly

Detroit Regal Steel Range $23.95

Terms $3.50 Cash and $1.75 a Month

Equipped With All New Improvements. Most Popular 6-Hole Range Made

We sell more Regal Steel Ranges than any other one style. This fact alone is proof positive of the wonderful value contained in this magnificent range at our sensationally low price. Made in great quantities in one of the largest and finest equipped foundries in the world, this Regal steel range is produced at minimum cost, and our price is therefore proportionately low. We charge only our one small profit above the actual factory production cost, and you save the usual mail order dealer's profit when you buy from us direct. We are headquarters for stoves.

The Reason Why Everybody knows that Michigan is the great furniture producing State; and everybody knows that Detroit, Michigan, is the greatest stove manufacturing city in the world. Now, we are right here, in the heart of these great industries, where we have every advantage. We are the oldest and largest dealers direct to the homes of the people of all the credit mail order houses in existence and sell more stoves in a single season than many of them sell in five years. It is evident therefore that we can and do sell you a better range for less money than any other establishment. We sell not only Detroit made stoves, but the best from the most famous makers, wherever located. Our celebrated Beacon line of stoves and ranges are in use in every county of every State in the Union and are recognized by thrifty housewives as the best made from every standpoint.

For Hard Coal the heavy fire box we furnish in this Regal is lined with fire brick, and has the finest Dock Ash Grate on the market. This equipment is the grade usually supplied on ranges selling at $34.50, but owing to our improved facilities for manufacturing them, we give you the finest kind of equipment on this extremely low priced, yet strictly high grade range at $23.95.

For Soft Coal And Wood Where it is desired to burn soft coal, we furnish extra heavy cast iron fire box and improved Duplex grate. This grate is easily and quickly converted into a wood burning grate by making use of the large extension at the back end of the fire box. An additional flat grate for wood exclusively will be furnished if desired.

The High Closet on this big 6-hole range is large and commodious and provides ample room for the stowage of plates, victuals, etc., that you want to keep warm. It is made of steel and is elaborately nickel trimmed as the illustration shows. The Reservoir Case is of the finest cast construction and the reservoir itself has heavy enameled lining. **Other Important Details:** Cast flue back. Height of closet 26½ in. Height of range body 29½ in. Fire box 8¾ in. wide, by 6½ in. deep, by 18½ in. long for coal; extension for wood. **Repair Parts:** The largest, heaviest and most improved steel range on the market at the price. We can always supply extra parts for the "Regal," however it is exceedingly seldom that they are needed. For satisfaction and economy—order a Regal. It has a great reputation for high efficiency and durability; and it is strictly up to date in every particular. It is a rare bargain.

Scientific Flue System There is no other one feature that commends itself to the purchaser more than the improved interior construction of the Regal. The latest models of stoves selling at the highest prices this year have the new construction, but the Regal is the only low priced range on the market today that possesses all of the scientifically improved features which save fuel and at the same time insure perfect cooking and perfect baking. The heat is evenly distributed about the oven so that baking can be done on the shelf of the oven as well as on the bottom, and at the same time. Heavy cast plates are used wherever parts come in direct contact with fire. Interior walls lined with asbestos.

We Trust You.

The Body of this famous "Regal" is made of the highest and heaviest grade of American Clean Black Steel with an even dead black finish. For strength and practical service this steel body could not be improved upon even at a much greater price. It is high grade in quality and high grade in construction. The heavy wrought iron rivets hold it true and make it permanently secure.

The Late Improvements Even our competitors admit that the Regal contains more of the features of the most expensive ranges than any other on the market at the price; and thousands upon thousands of satisfied owners of the Regal scattered throughout the United States are enthusiastic over their bargain. Every up to date improvement has been included in the construction of this marvelous range and it is guaranteed in every detail. It will positively reduce your coal bills because it will do your cooking and baking on less fuel. You will appreciate this great feature. **Furnished Either With or Without Reservoir. See Table Below.**

Catalog Number	Size of Lids Inches	Size of Oven Inches	Size of Top with Reservoir	Size of Pipe	Capacity of Reservoir	Shipping Weight	Without Reservoir		With Reservoir	
							Price	Terms	Price	Terms
33H-519	8	18x20¾x12	42½x29 Inches	7 Inches	13½ Quarts	410 lbs.	$23.95	$3.50 Cash; $1.75 Monthly	$28.50	$4.00 Cash; $2.00 Monthly

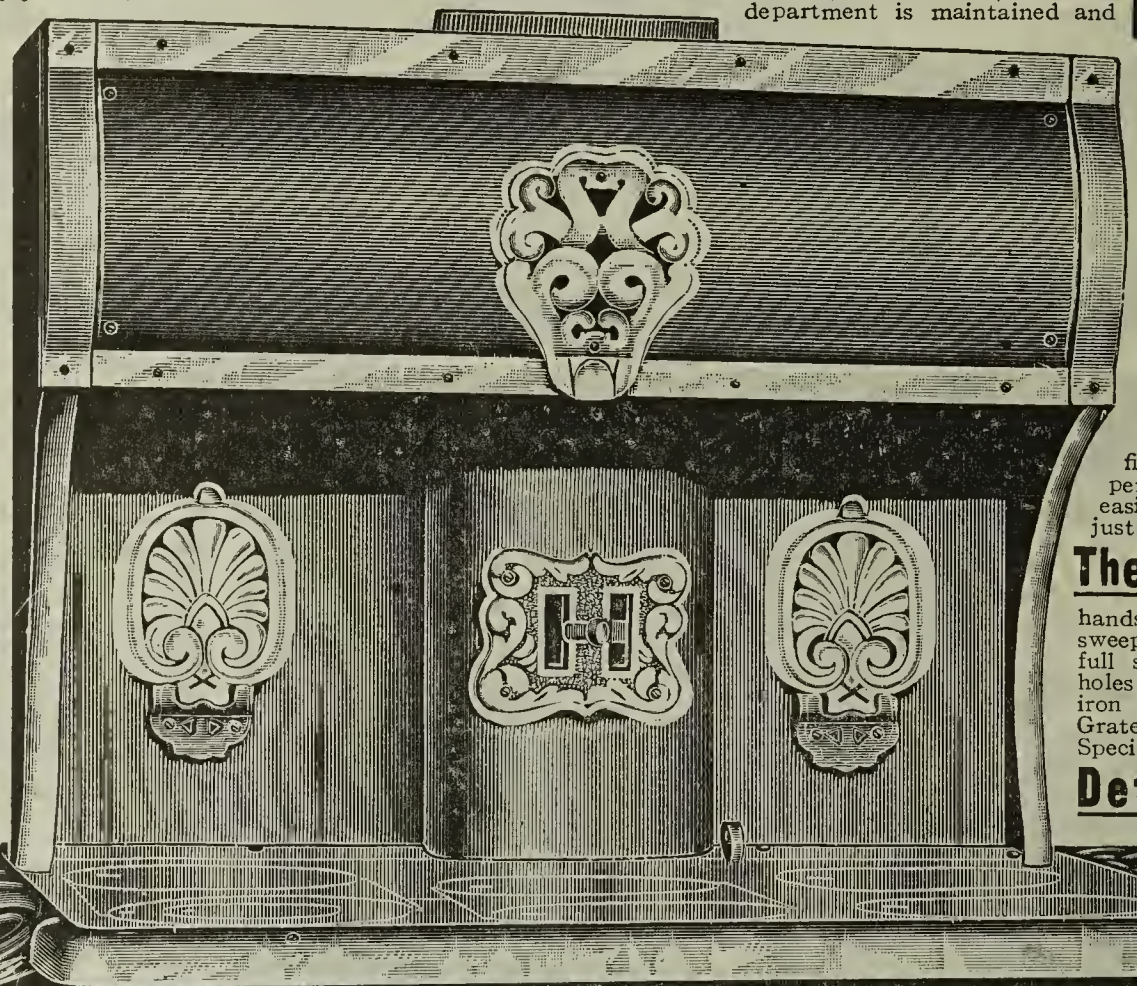
Household Steel Range $26.65

A Powerful Cooker and Baker—Latest Design, Set on Cast Leg Base

Easy Credit Terms

Prompt Shipment With our improved system of handling orders our enormous stove business is transacted without delays. If you need your stove immediately you will greatly appreciate our service, and if you want the best steel range in the world for the money send in your order for this magnificent steel range today. Do it now.

Latest Improved Made in one of the largest foundries in the world, where an experimental department is maintained and where a large corps of experts are constantly at work inventing new improvements and striving in every way to produce the greatest results, this range possesses every known feature of modern convenience and improved construction. The new improvements save the fuel and this means a saving in coal bills.



Built on Honor

Our famous "Beacon" line of stoves and ranges represents the finest products of the greatest manufacturers—they are built on honor and sold on honor and will give a lifetime of satisfaction.

Every Feature

in the make-up of this wonderful steel range on legs accomplishes something for convenience, durability, good baking, and fuel-saving. Specially constructed machinery cut, punch and form the plates of this range so that they fit together with exact precision, preventing the common disastrous effect of unequal expansion or strain.

Our Guarantee

You buy this range with the distinct understanding and agreement that you are to get your money back if the range does not come up to your highest expectations after you have used it in your home. We have $5000.00 in gold on deposit in the First National Bank of Detroit, as forfeit money to prove our sincerity in making good our every word. We give you our double binding guarantee backed by the enormous capital and resources of this old established house so that you can depend upon getting your full money's worth and a splendid bargain. We treat every customer so fairly that he becomes a life customer, that's our policy.

Hot Water Front

will be fitted to this range at an additional cost of only $2.50. A water front can be used only in connection with a pressure boiler and where there is a supply of water furnished in towns and cities having waterworks or where you have an elevated water pressure tank. We can furnish you with a hot water front for any range you buy from us at any time and should you want one at some future time you can put it in yourself. It can be easily fitted in the fire box at any time by simply removing the front fire box lining. The hot water front makes it possible for you to have plenty of hot water in bath room or wherever you want to pipe it. Do not mistake a water front for a reservoir. The water front is a coil of pipes in the fire box. The reservoir is a tank on the back of the stove. Be sure to give catalog number and price of stove you want, when you order

The Oven

is large—it is made right and the flues, fire box and entire interior construction are scientifically built so that the oven is evenly and perfectly heated and ventilated.

Oven Thermometer

fitted to this range registers the temperature of the oven so that you can easily regulate your fire to keep the oven just as hot as you want it.

The Body

and high closet are made of heavy gauge steel. The body rests on a strong, handsome cast leg base so that you can sweep or scrub under it. High closet is full size and very roomy. Top has six holes; large pouch feed. Duplex Grate with iron lining for soft coal, or Dock Ash Grate with fire brick lining for hard coal. Specify which is wanted.

Detailed Description

This range is made in one size only, with nickel plated oven door panel and catch. All parts of body exposed to fire thoroughly protected by asbestos. Height of range body, 30 inches. Size of pipe, 7 inches. Height of closet, 26½ inches. Capacity of reservoir, 13½ quarts. Cast flue back and cast reservoir case. Cast enameled reservoir. Fire box 8½ inches wide, 5½ inches deep, length 18 inches for coal, 24 inches for wood.

Buy Direct

We sell more stoves than any two other home furnishing establishments put together, and there's a reason. In the first place we sell on credit without charging anything extra for the accommodation. We can afford to do this because of our immense capital and because we are right here in Detroit, the greatest stove center in the world, and where over half of the largest plants in the United States are located. The People's Outfitting Company is known throughout the country as headquarters for stoves. We sell not only Detroit made stoves, but the best stoves on the market wherever made. The best products of the largest makers in the world are included in our famous Beacon line.

Over a Year to Pay

Our famous Easy Way to Pay Plan allows you all the time you want to pay for what you buy. We give you over a year to pay for this magnificent range and you have the full use of it in your home all the time. Our plan is private and confidential—it is the most dignified and easiest credit system in existence. Send us your order today and you will get perfect satisfaction besides saving money on your purchase. Mention on your order whether you want Duplex grate for soft coal or Dock Ash grate for hard coal.

See Table Below for Sizes, Prices, Terms, Weights, Etc.

Catalog Number	Size of Lids	Size of Top with Reservoir	Size of Oven	Shipping Weight	Size of Pipe	Without Reservoir		With Reservoir	
						Price	Terms	Price	Terms
33H-434	8 Inches	28¾ x 42¾ Inches	18 x 20¾ x 12 Inches	435 lbs.	7 Inches	$26.65	$3.75 Cash; $1.75 Monthly	$31.50	$5.00 Cash; $2.50 Monthly

Maynard Steel Range $28.50

Complete With 6 Holes, High Warming Closet, and With or Without Reservoir

Terms $4 Cash and $2 a Month

A real triumph of modern construction—all nickel work brilliantly polished. Body of American Clean Black Steel, with even dead black finish. Fire box of large proportions with heavy cast iron linings. Duplex Grate for burning coal or wood. A half turn of the shaker crank changes it from a coal to a wood grate or back again. All flues are thoroughly lined with asbestos. Oven bottom thoroughly reinforced with a cast iron brace. Exposed portion of oven top protected by a heavy cast iron plate. Pouch feed. Cast Enamel Reservoir and every high grade feature. The Maynard Steel Range is one of the latest products of the famous "Beacon" line. It is guaranteed absolutely perfect in operation and durability. Economy in fuel consumption is among its strong features.

The High Warming Closet is a wonderful convenience. It affords plenty of room for keeping everything hot until the moment it is ready to serve. The art of cooking becomes a pleasure with this magnificent range. Our special low price and easy credit terms make it possible for every family to own one.

Perfect Satisfaction Stove troubles are at an end and fuel bills cut in half for those who buy this magnificent "Maynard" Steel Range. It embodies every desirable feature; is made of best materials, exhibiting the finest workmanship—in every way the best range on the market for the money. A Water Front to be used in connection with pressure boiler will be fitted in fire box of this range for $2.50 extra.

Detailed Description Height of closet 26½ inches. Size of pipe 7 inches. Height of range body 30½ inches. Capacity of reservoir 22 quarts. Cast flue back and cast reservoir case. Cast enameled reservoir. Fire box 9¼ inches wide by 7 inches deep. Length of fire box, for coal, 18 inches; length for wood 25 inches.

Latest Improved This superior Maynard Steel Range embodies all the new and modern features of best range construction. It is turned out by our big foundry in such large numbers, exclusively to supply our enormous trade, that the price has been brought to the lowest possible point, and we are now able to quote in the table below the most remarkably low figures at which such a perfect steel range has ever been offered. It is a triumph of modern construction.

A Superior Baker The large oven is built along the most modernized lines, and the flue construction and fire box are so arranged that the heat is evenly distributed about the oven. The heavy protecting plates insure a retention and evenness of heat which makes perfect baking possible as well as adding wonderfully to the life of the stove.

The Body Is constructed of American Steel of heavy gauge, perfectly fitted and closely riveted while the main top, covers and centers are built of finest cast stove plates and guaranteed not to crack, warp or buckle.

Improved Flue Back The construction of the flues is of the most approved and improved type with special cast iron flue back so constructed that it will not burn out, rust out, warp, crack or buckle. Asbestos is used in the inner construction, wherever needed, and there is no detail of the making that is not properly carried out in order to make the Maynard the greatest stove value for the money ever offered.

The body, top, fire box, duplex grate, flue construction, white porcelain lined reservoir tank with cast iron casing, pouch feed, heavy nickel trimmings, high warming closet, tea shelves, all these parts of this wonderful Maynard are of the improved type. High grade grey iron castings and heavy gauge steel are used in the construction to insure long life to the range. The Maynard is famous as a most economical stove—it burns less fuel than the average range and gives eminent satisfaction.

Stove Headquarters Detroit is the greatest stove market in the world—this fact is conceded by everyone. We do an immense home-furnishing business, and sell ranges by the score, because we are located right here where we have every advantage. Our ranges come from the best foundrics and we sell them direct to our customers on the same low margin of profit that we sell our other goods. You save considerably when you buy from us and get our double binding guarantee with every purchase.

It's Easy to Pay the People's Way

You enjoy the full use of your range while paying for it in small amounts from month to month as you earn the money. Only a small payment is required with your order. We make prompt shipment and guarantee safe delivery. Order one today.

Complete Table of Prices and Terms Below:

Make Your Order Plain by Stating Whether or Not You Want Reservoir, and Always Give Catalog Number and Price.

Catalog Number	Diameter LIDS Given in Inches.	SIZE OF OVEN Measurements Given in Inches.	Size of Main Top With Reservoir	Capacity of Reservoir	Shipping Weight With Reservoir and W. C.	Without Reservoir		With Reservoir	
						Price	Terms	Price	Terms
33H-482	8	18x21x14	45x28	22 Quarts	465 lbs.	$28.50	$4.00 Cash; $2.00 Monthly	$34.25	5.00 Cash; $2.50 Monthly
33H-483	9	18x21x14	45x28	22 Quarts	465 lbs.	29.50	4.50 Cash; 2.00 Monthly	35.25	5.75 Cash; 2.50 Monthly
33H-484	8	20x21x14	47x28	22 Quarts	470 lbs.	30.50	5.00 Cash; 2.50 Monthly	36.25	5.75 Cash; 2.50 Monthly
33H-485	9	20x21x14	47x28	22 Quarts	470 lbs.	31.50	5.00 Cash; 2.50 Monthly	37.25	5.75 Cash; 2.50 Monthly

Lindley Steel Range $32.50 Easy Credit Terms

A New and Modern Six-Hole Guaranteed Range of Great Capacity

Consider how easy we make it for you to possess your choice of the world's best ranges, and then decide whether or not it will pay you to buy a cheap, poorly constructed range at a price whose only attraction is lowness. You don't have to be satisfied with a poor stove when our Easy Way To Pay Plan is at your service and you can get this famous steel range to use for your own by paying only $5.00 cash and the balance in easy monthly payments of $2.50 each. We'll ship it to you promptly—order one today.

A High Warming Closet keeps the victuals warm and provides extra space for setting plates and dishes while the meal is in the course of preparation. It is extra large, extremely well made of best cold rolled sheet steel thoroughly joined, riveted and trimmed.

The Body is constructed of cold rolled Velvet Blue polished steel of heavy gauge and all parts that are exposed to fire are thoroughly protected by asbestos. It is handsomely trimmed with carved castings and heavy silver-nickel ornaments as shown in the illustration. The high efficiency of this marvelous range is due as much to the new improvements as to the expert workmanship and splendid materials. The interior linings, the patent flue construction and superior fire box are all of the latest type designed to economize fuel, concentrate the heat where most needed and give to the complete range such qualities as were never before incorporated in a steel range that could be sold at such a moderate price. Wonderful results are obtained on this powerful new model range.

The Flue Construction is the same as is used in the more expensive ranges and provides perfect ventilation for the oven, an even distribution of heat and perfect combustion of fuel. To this lately improved construction is due the fact that the Lindley steel range will pay for itself in the course of time in the amount of fuel it will save you. With this modern and powerful range the minimum of fuel is required and the best results are obtained. It will satisfy you perfectly.

The Fire Box is large, and built so that there are no dead corners but an even bed of live coals whenever desired. The drafts and dampers respond to the slightest manipulation so that the fire can be perfectly controlled. The fire box is 10 inches wide and 7 inches deep. Its length for coal is 19 inches and for wood is 26 inches. Its heavy construction insures durability.

Water Front to be used in connection with pressure boiler will be fitted in fire box at the small additional cost of $2.50. Water fronts can be used only where there is running water supplied by pressure through pipes, as in cities.

This Range has large feed door, twin screw draft register, extra front feed fire door, clean-out door and large ash pan, as shown in the picture. All doors and parts fit accurately and are perfectly finished. Has large tea shelves in back and ornamental flue draft damper. A perfect cooker and baker and a range that will stand the test of time and always give the greatest satisfaction.

Advanced Ideas It is dangerous to buy a stove by looks alone; for these days there are so many cheap grades offered that look like first-class stoves when in fact they have none of the late improvements which are so important. The interior construction as well as the outward appearance of this Lindley Steel Range is such as should be compared with the highest priced products of the greatest foundries. It is built according to the most advanced ideas of stove construction and possesses every modern feature.

Two Feed Doors and Screw Draft Registers

Nothing to equal this large, modern six-hole steel range ever before offered at such a remarkably low price.

It's Easy To Pay The People's Way

See Table below for Sizes, Prices, Terms, Shipping Weights, Etc.

Catalog Number	Size of Lids	Size of Main Top with Reservoir	Height to Main Top	Size of Oven Inches	Capacity of Reservoir	Shipping Weight	Without Reservoir		With Reservoir	
							Prices	Terms	Prices	Terms
33H-435	7 Inches	46x29 Inches	30½ Inches	16x21x14	22 Quarts	485 lbs.	$32.50	$5.00 Cash; $2.50 Monthly	$38.25	$5.75 Cash; $2.50 Monthly
33H-436	8 Inches	46x29 Inches	30½ Inches	16x21x14	22 Quarts	485 lbs.	33.50	5.00 Cash; 2.50 Monthly	39.25	5.75 Cash; 2.50 Monthly
33H-437	8 Inches	48x29 Inches	30½ Inches	18x21x14	22 Quarts	510 lbs.	34.50	5.00 Cash; 2.50 Monthly	40.25	6.50 Cash; 3.00 Monthly
33H-438	9 Inches	48x29 Inches	30½ Inches	18x21x14	22 Quarts	510 lbs.	35.50	5.75 Cash; 2.50 Monthly	41.25	6.50 Cash; 3.00 Monthly
33H-439	8 Inches	50x29 Inches	30½ Inches	20x21x14	22 Quarts	515 lbs.	36.50	5.75 Cash; 2.50 Monthly	42.25	6.50 Cash; 3.00 Monthly
33H-440	9 Inches	50x29 Inches	30½ Inches	20x21x14	22 Quarts	515 lbs.	37.50	5.75 Cash; 2.50 Monthly	43.25	6.50 Cash; 3.00 Monthly

The Beacon Line

Ideal Steel Range

With Patented Improvements

$37.75 Easy Credit Terms

Has swinging tea shelves which can be attached either on inside or outside of high closet brackets. Height of closet 27 inches. Size of pipe 7 inches. Height of range body 31 inches. Fire box 10 inches wide and 8½ inches deep; length for coal 19 inches, for wood 26 inches. Cast flue back. Heavy nickel trimmings as shown in picture.

High Warming Closet

Is made of heavy Wellsville polished steel and beautifully ornamented. It extends full length of range and is exceptionally large and roomy. Has nickel draft register in smoke flue and two large tea shelves on either side of back.

The Body

Is scientifically constructed of heavy gauge Wellsville polished steel and sets on a heavy cast base. All flues are thoroughly lined with asbestos and designed so that all the heat from the fire is evenly distributed and entirely utilized. The drafts respond accurately to the slightest manipulation and a hot, medium or slow fire can be maintained at the will of the operator, thus saving a great deal of fuel and making it easy to take care of.

The Oven

The handsomely carved, silver nickel plated door opens into a large oven that is built right. The improved flue system distributes the heat about the oven so that bread and pastries can be browned to a turn without sticking or burning. Beef retains its juicy flavor when roasted in this oven and the thermometer with dial register on outside of oven door tells you exactly how much heat you have. The heavy cast iron oven bottom plate absorbs double the heat of the ordinary steel plate and insures uniformity of heat throughout. With this range, you can have a hotter oven and still burn much less fuel than with an ordinary range.

The Reservoir

Is enamel lined and has heavy cast iron casing; it is of large capacity and can be easily removed and easily kept clean.

Fire Box

This range will be fitted with duplex grate and cast iron lining for burning soft coal; or with a dock ash grate with fire brick lining for burning hard coal and wood. Other dealers charge extra for a hard coal grate but we make no additional charge. We will also furnish an additional flat grate, if wanted, for burning wood. Be sure you mention what kind of fuel you intend to burn, so we will know what grate to furnish in your range.

Patent Top Lift

Among the numerous splendid features of this most remarkable range is the specially constructed hinged top which is so arranged that by means of a lifter the top or anchor plate directly over the fire can be raised and held in place by automatic supports. This is a wonderful convenience for broiling or toasting and makes it easy to cover the fire evenly. It is a model of simplicity and meets a long felt want. The picture here shows the top raised. A handy lever runs to the front of the stove, making it unnecessary to reach over the top of the range.

The Large Pouch Feed

Is the improved type, constructed of heavy scroll castings and fitted with hanging spiral handle that never gets hot. There is also another door to fire box. It is shown directly in front and is beautifully nickeled. It opens downward instead of lifting up, and is convenient for feeding in long sticks of wood. The draft door is on the side of the range below the Pouch Feed Door. It is full length and has two screw draft registers which control the fire with no dead corners. The ash shute is the new design which conducts the ashes directly into the large bailed ash pan below. The picture here shows the exact situation of the pouch feed door, clean-out door, ash pan door and oven door, as it is taken from a photograph of the range itself.

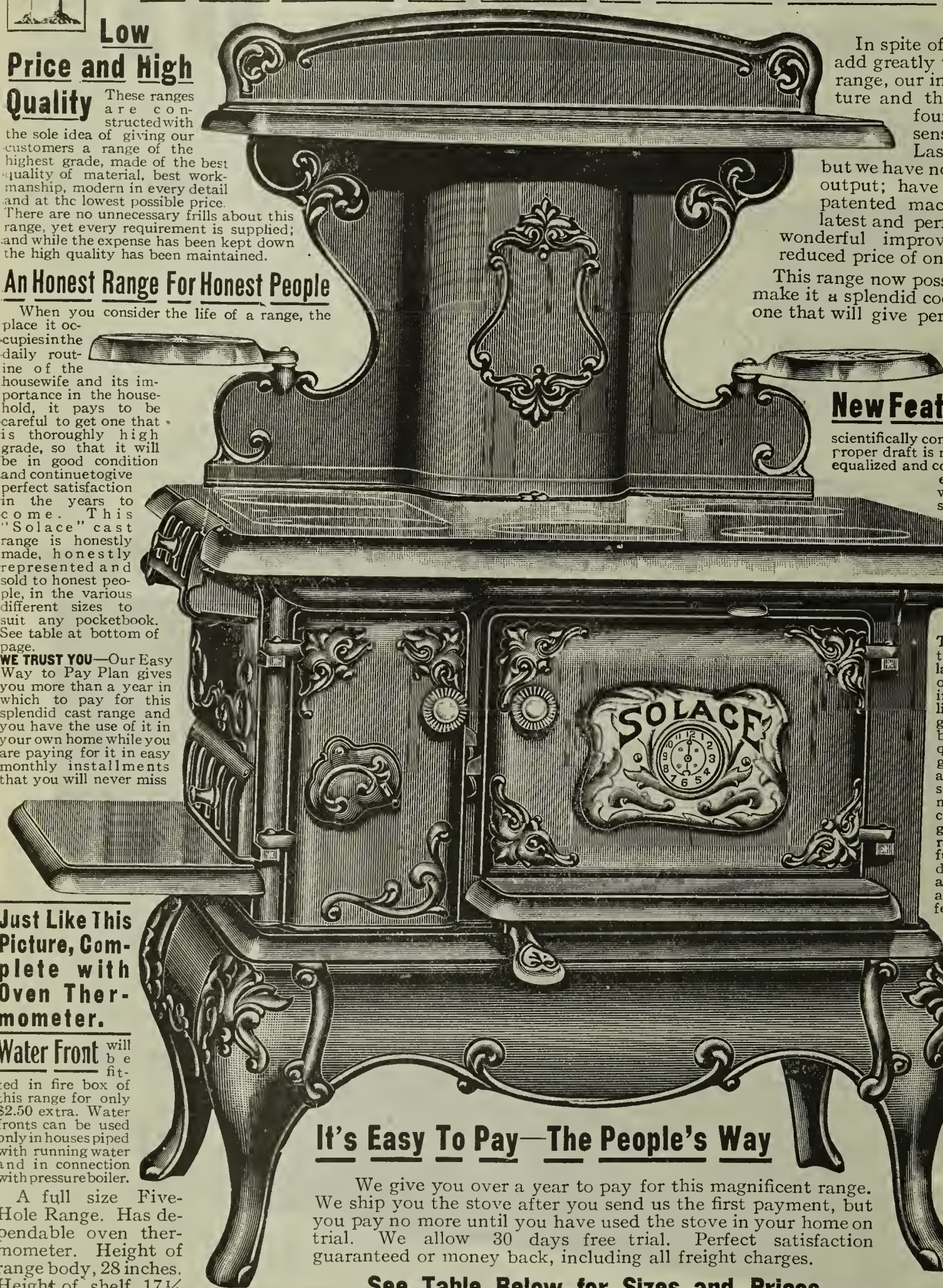
We Trust You

It's Easy to Pay the People's Way. See Table Below For Sizes, Prices and Terms:

Catalog Number	Diameter of LIDS Given in Inches	SIZE OF OVEN Measurements Given in Inches	Size of Main Top Including Reservoir	Capacity of Reservoir	Shipping Weight in Lbs.	Without Reservoir		With Reservoir	
						Prices	Terms	Prices	Terms
33H-422	7	16x21x14	45x28½ Inches	13½ Quarts	520	$37.75	$5.75 Cash; $2.50 Monthly	$43.50	$6.50 Cash; $3.00 Monthly
33H-423	8	16x21x14	45x28½ Inches	13½ Quarts	520	38.75	5.75 Cash; 2.50 Monthly	44.50	7.00 Cash; 3.50 Monthly
33H-424	8	18x21x14	47x28½ Inches	17 Quarts	535	39.75	5.75 Cash; 2.50 Monthly	45.50	7.00 Cash; 3.50 Monthly
33H-425	9	18x21x14	47x28½ Inches	17 Quarts	535	40.75	6.50 Cash; 3.00 Monthly	46.50	7.00 Cash; 3.50 Monthly
33H-426	8	20x21x14	49x28½ Inches	22 Quarts	555	41.75	6.50 Cash; 3.00 Monthly	47.50	7.00 Cash; 3.50 Monthly
33H-427	9	20x21x14	49x28½ Inches	22 Quarts	555	42.75	6.50 Cash; 3.00 Monthly	48.50	7.00 Cash; 3.50 Monthly

"Solace" Cast Range $14.75

New Model Containing Many Important and Wonderful Improvements



Low Price and High Quality

These ranges are constructed with the sole idea of giving our customers a range of the highest grade, made of the best quality of material, best workmanship, modern in every detail and at the lowest possible price. There are no unnecessary frills about this range, yet every requirement is supplied; and while the expense has been kept down the high quality has been maintained.

An Honest Range For Honest People

When you consider the life of a range, the place it occupies in the daily routine of the housewife and its importance in the household, it pays to be careful to get one that is thoroughly high grade, so that it will be in good condition and continue to give perfect satisfaction in the years to come. This "Solace" cast range is honestly made, honestly represented and sold to honest people, in the various different sizes to suit any pocketbook. See table at bottom of page.

WE TRUST YOU—Our Easy Way to Pay Plan gives you more than a year in which to pay for this splendid cast range and you have the use of it in your own home while you are paying for it in easy monthly installments that you will never miss

Just Like This Picture, Complete with Oven Thermometer.

Water Front will be fitted in fire box of this range for only $2.50 extra. Water fronts can be used only in houses piped with running water and in connection with pressure boiler.

A full size Five-Hole Range. Has dependable oven thermometer. Height of range body, 28 inches. Height of shelf, 17¼ inches. Fire box, 15x6¾x7 inches, for burning coal. Pipe collar, 6 inches.

In spite of the fact that the new features add greatly to the value of this remarkable range, our improved processes of manufacture and the increased output of the big foundry have brought about a sensational reduction in the price. Last year's model sold at $17.50; but we have now secured control of the entire output; have added new equipment and patented machinery, and are offering this latest and perfected model, including all the wonderful improvements, at the remarkably reduced price of only **$14.75**

This range now possesses every known feature to make it a splendid cooker and a perfect baker, and one that will give permanent satisfaction. Everything of merit that has ever been introduced and found practical in stove construction has been incorporated in this superior range.

New Features Save Coal

The fire box and flues are so scientifically constructed that perfect combustion with proper draft is maintained. Every atom of heat is so equalized and concentrated on the oven that the most even and perfect baking can be done with minimum use of fuel. There are special features, too numerous to mention, incorporated in this stove that are exclusive to our famous "Beacon" line.

Improved Construction

There is no part in the construction of the "Solace" cast range that is not of the latest improved type. The fire box is oval in shape, with no square corners in which the fire would go out. The linings are made very heavy of corrugated iron, with air space between fire back and oven to insure greater lasting qualities and better combustion. The grate is of extra heavy construction and of the latest approved pattern, simple and very easy to operate. One movement of the shaker cuts out all cinders and dead ashes. This duplex grate is for burning coal or wood. The range has large pouch feed, extending full length as shown. The large oven door is hung on hinges and fits air tight against body of range. The dampers and check drafts control the fire perfectly, so that a hot, medium or low fire can be maintained by regulation of the dampers and drafts, which are simple, easily understood and operated. Note the large top surface of this range; the strong, heavy grate and leg base; the pan rest on outside of oven; the handsome nickel plating, convenient tea shelves and large high shelf. Can be had with large reservoir of sufficient capacity to insure having plenty of hot water whenever there is fire in the stove. With proper care a high grade cast range of this description will last a life time.

In Years to Come, should you find it necessary to replace some certain part or parts, such as fire-box linings, grate or, in fact, anything that goes to make up this range, you can get it. We can always supply you with any piece or part for the repair of any stove or range you may purchase from us; and you can always keep your stove in perfect condition and as good as new.

It's Easy To Pay—The People's Way

We give you over a year to pay for this magnificent range. We ship you the stove after you send us the first payment, but you pay no more until you have used the stove in your home on trial. We allow 30 days free trial. Perfect satisfaction guaranteed or money back, including all freight charges.

See Table Below for Sizes and Prices

Be sure to mention on your order the Catalog Number and Price of the one you want.

Catalog Numbers	Size of Cooking Top	Size of Oven	Size of Lids	Capacity of Reservoir	Shipping Weight	Without Reservoir		Including Reservoir	
						Prices	Terms	Prices	Terms
33H-415	16 x26½ Inches	12x12x 9 Inches	6 Inches	None	190	$14.75	$2.00 Cash; $1.00 Monthly	Not made with Reservoir	
33H-416	18½x28½ Inches	14x14x 9½ Inches	7 Inches	None	240	16.75	2.50 Cash; 1.00 Monthly	Not made with Reservoir	
33H-417	19 x39 Inches	16x16x10 Inches	7 Inches	11 Quarts	326	18.75	2.75 Cash; 1.25 Monthly	$22.85	$3.50 Cash; $1.75 Monthly
33H-418	21 x41½ Inches	18x18x10½ Inches	8 Inches	13½ Quarts	356	21.25	3.00 Cash; 1.50 Monthly	25.95	3.50 Cash; 1.75 Monthly

Royal Pride Cast Range $24.75

A "Beacon" Wonder of The Latest Improved Type

Easy Credit Terms

Complete With High Shelf There is nothing left to be desired in this range. The heavy castings are handsomely carved and contribute wonderfully to the beauty of the range, while the improved construction is a guarantee of such splendid qualities as to make a first-class cooker and baker. No one manufacturer can boast the reputation of being the leader in every style of stove, but the maker of the Royal Pride is the largest and best in the world as far as cast ranges are concerned. This we have learned from an actual experience of over twenty-five years, during which time we have put to practical test the products of nearly every manufacturer of high grade stoves in the United States. There is a great deal of satisfaction in knowing that you are getting a thoroughly high grade stove and one that will stand up under hard and constant use and give the highest degree of satisfactory service. Our stoves are known the country over and we have the reputation far and wide as the place to go for genuine stove satisfaction.

Central Market Detroit, Mich., is the greatest stove market in the world. More high grade stoves and ranges are sold from here than fr m any other city in the world. Located as we are, right here in the center of the market, we are able to save you considerable money on your range and at the same time give you the best grade. We handle only such stoves as bear the reputation of being the best of their kind and we guarantee to please you in every way or refund your money and pay all freight charges. We make prompt shipment and guarantee lowest freight rates.

The Price It is not unlikely that some houses will list a cast range purporting to have all the latest and best improvements at a lower price. But to make the price lower would mean to cheapen the quality, for in the first place, the almost unlimited amount of goods we sell enables us to buy in much larger quantities and thus get greater concessions in prices from the manufacturer than any other one concern. And secondly: There are many new improved features on the Royal Pride which cannot be found on any other range. Our connection with this great factory is akin to ownership and we are in such favor as to be able to get every known improvement and the pick of material and construction. You can depend upon it that there is no other range of the kind on the market that is in the same high class with this, our "Royal Pride."

This Six-Hole Range is made with extra heavy cast leg base. The top is sectional and heavily reinforced, insuring against sagging and warping out of shape.

The Flues are constructed in a superior manner so as to allow just the correct proportion of heat to circulate around the oven, making this range a quick baker and a great economizer of fuel. No other cast range on the market, regardless of price, has a more perfect flue construction than the Royal Pride and therefore it gives the evenest heat throughout the oven, making it easy to perfectly bake breads, meats, or pastries without burning on top or sticking in bottom.

The Oven is large in size and fitted with heavy ornamental cast door. The oven is thoroughly lined and all cast plates reinforced. The flues are scientifically constructed in relation to the oven walls so that all the heat from the fire is utilized, effecting great economy of fuel as well as an even heat on all sides of oven,

The Fire Box is large and heavily made to give long service. The corners are well rounded to prevent "dead corners." It will burn any kind of fuel. Duplex Grate is reversible for hard coal, soft coal, or wood.

The Reservoir is of ample capacity and is made of the best cast iron stove plate, so that it cannot rust out. Steel or sheet iron reservoirs used by many manufacturers are not high grade and will not prove permanently practical, for they soon corrode and rust out from creosote and moisture. The heavy cast reservoir supplied with this splendid Royal Pride cast range is the kind used on the most expensive ranges made. It has a cast iron casing and is enamel lined so that it can be easily cleaned. This reservoir will furnish you with an ever ready supply of clean hot water. Capacity of reservoir 17 quarts

Oven Thermometer

The Royal Pride is equipped with high grade thermometer which registers accurately the temperature of the oven. You can tell just how hot your oven is at all times without even opening the door and you can regulate your fire so as to keep an even heat and thus absolutely prevent sticking and burning.

A Perfect Range

The extra large, beautiful carved back with roomy high shelf and the convenient tea shelves, together with the reservoir of maximum capacity, combine to make this range not only the best and most beautiful, but the most complete and convenient. There is nothing omitted inwardly or outwardly, that could possibly increase the efficiency or durability of this cast range—it is perfect in material, perfect in design and perfect in construction.

$3.50 CASH

and up, according to size.
See table below

The Easy Way to Pay Plan

You may order this Royal Pride cast range from us and have it charged. You need send only the small first cash payment with your order. We trust you for the balance while you are using the range in your own home. We trust you no matter who you are, where you live or what you do for a living—it's easy to pay the People's way.

Other Specifications The Royal Pride cast range has convenient oven door kicker. Size of pipe 7 inches. Removable end shelf supplied when reservoir is not specified. Neat back guard with nickel tea shelves furnished when range is ordered without high shelf. **Price (Any Size) $4.00 less without high shelf.**

Remember We furnish this stove also with end shelf and without reservoir. Table at bottom of page shows different sizes, styles, etc. These prices all include high shelf as shown in picture. Without high shelf, $4.00 less. Be sure to mention catalog number and price of the one you want when you order

Catalog Number	Size of Lids Inches	Size of Oven Inches	Size of Main Top with Reservoir	Height of Range Body Inches	Fire Box Measurements				Shipping Weight with Reservoir & H.C.	Without Reservoir		With Reservoir	
					Width Inches	Depth Inches	Length for Coal	Length for Wood		Prices	Terms	Prices	Terms
33H-441	8	18x18 x12	43½x27 In.	29½	9½	6½	15	20	410 lbs.	$24.75	$3.50 Cash; $1.75 Monthly	$29.45	$4.50 Cash; $2.00 Monthly
33H-442	8	20x19¾x12½	46 x28 In.	30½	9½	6½	17½	21½	450 lbs.	27.50	3.75 Cash; 1.75 Monthly	32.25	5.00 Cash; 2.50 Monthly
33H-443	9	20x19¾x12½	46 x28 In.	30½	9½	6½	17½	21½	450 lbs.	28.50	4.00 Cash; 2.00 Monthly	33.25	5.00 Cash; 2.50 Monthly

The Beacon Line Beauty Cast Range $27.95

Complete With Steel High Warming Closet As Shown

Easy Credit Terms

Our Leadership in the selling of high grade stoves and ranges direct to the homes of the people throughout the United States is due to many reasons. In the first place, Detroit, Michigan, is the greatest stove market in the world, and we are located right here where we have every advantage in the saving of freight charges, in the securing of the very latest and best products of the greatest manufacturers and in dealing direct. Our business has grown and increased from year to year until now we are recognized to be the largest and most trustworthy dealers in stoves direct to the people in the United States. We sell you not only Detroit made stoves but stoves from the best manufacturers wherever located. Our enormous traffic in this line makes possible our sensationally low prices, and our easy credit terms which we freely allow without extra charge.

This Wonderful Range can be furnished complete with reservoir and high warming closet; or it can be had without either. If it is desired to have this range plain, that is, without either high closet or reservoir, it will be furnished with a back guard in place of warming closet and an end shelf in place of reservoir. Without warming closet the price will be $4.00 less. See table at bottom of page.

New Improvements This is the new improved Beacon "Beauty" Cast Range which authorities on scientific stove construction have pronounced the grandest model of cast range perfection. This magnificent range will positively last twice as long, will use 25 per cent less fuel and will hold an even fire longer than any other cast range offered elsewhere at an equal price. Certain late improvements are embodied in this range which are found in no others, and it is much more expensively made than the low price would indicate.

Because of our ability to make larger contracts with the manufacturer than any other concern, we are in a position to get the best for less money than others pay for the ordinary.

We chose the oldest and largest manufacturers of cast ranges in the United States to build these ranges and we made such requirements as were never before included in a contract. We insisted on every known improvement and the very finest grade material. It is pretty certain we made no mistake when we chose the manufacturer with the largest plant, the most improved machinery, most scientific and highly developed methods of construction, exclusive patents, the most skilled mechanics, and all the advantages accruing from 28 years of practical manufacturing experience in this line. These are some of the reasons why we know that the "Beauty" is the best stove bargain in the world for the money.

It's Easy to Pay the People's Way.

Points of Superiority

It has scientific oven ventilation so that roasts retain their natural sweet flavor entirely free from cooking odors and unmixed with any foreign flavor. Puddings, cakes, bread, etc., are always light and fresh when baked in the oven of this magnificent range. The oven is constructed with great care so that it will do perfect baking with the least possible consumption of fuel.

The Pouch Feed is a great convenience for feeding the fire when top of range is covered with cooking utensils, irons, etc. We have special equipment for this "Beauty" Cast Range for those who want to burn a certain kind of fuel exclusively. It is therefore advisable that you let us know when you send in your order what kind of fuel you intend to burn in your range.

For Hard Coal We supply you at no extra cost our heavy Dock Ash Grate with fire brick lined fire box. Most firms charge extra for Dock Ash Grate, but our price is the same no matter which grate you select.

For Soft Coal We fit this range with heavy cast iron fire box. This Duplex grate is suitable for burning any kind of fuel and is especially desirable for soft coal.

For Wood Where wood is used exclusively we furnish extra flat wood grate.

The Reservoir Has the very finest heavy cast iron casing with a heavily enameled tank of large capacity. It is easy to keep clean and will not rust out. Reservoir covers are handsomely designed and highly Japanned.

The Oven Thermometer is the newest and best type. It registers accurately the temperature of the oven and you will be able to tell how your baking is progressing without opening the oven door. The indicator shows at all times the amount of heat in the oven.

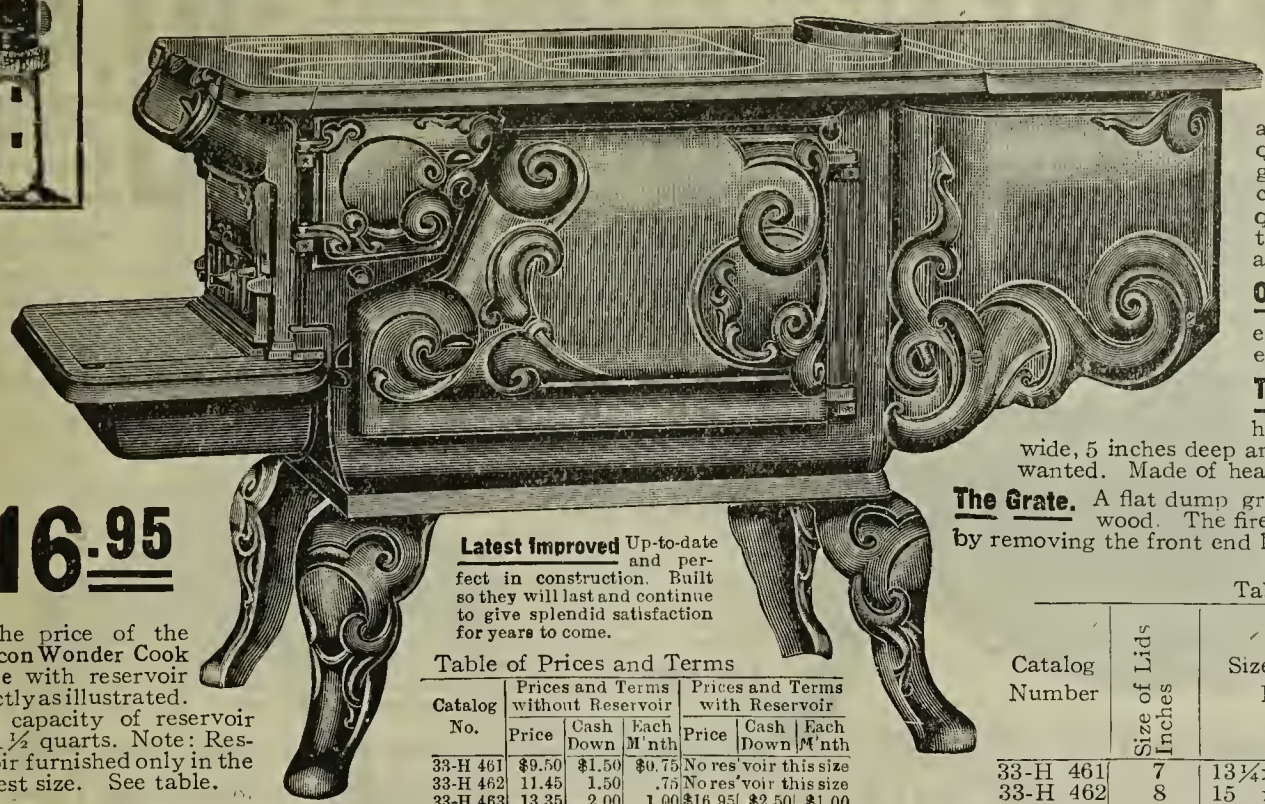
This Range Can Be Furnished Without High Warming Closet and With Neat Back Guard at $4.00 Less Than the Prices Quoted Below.

Other Details

Height of closet, 26½ inches. Size of pipe, 7 inches. Convenient oven door kicker. Handsome nickel trimmings.

Catalog Number	Size of Lids Inches	Size of Oven Inches	Size of Main Top with Reservoir	Height of Range Body Inches	Fire Box Measurements				Capacity of Reservoir	Shipping Weight with Res. and H. C.	Without Reservoir		With Reservoir	
					Width	Depth	Length for Coal	Length for Wood			Prices	Terms	Prices	Terms
33H-444	8	18x18x12	43½x27	29¼	9½	6½	15	20	17 Qts.	485 lbs.	$27.95	$4.00 Cash; $2.00 Monthly	$32.75	$5.00 Cash; $2.50 Monthly
33H-445	8	20x19¾x12½	46x28	30½	9½	6½	17½	21½	17 Qts.	535 lbs.	$29.85	$4.50 Cash; $2.00 Monthly	$34.50	$5.00 Cash; $2.50 Monthly
33H-446	9	20x19¾x12½	46x28	30½	9½	6½	17½	21½	17 Qts	535 lbs.	$30.85	$5.00 Cash; $2.50 Monthly	$35.50	$5.75 Cash; $2.50 Monthly

A Four-Hole Cast Cook Stove For Wood or Coal Beacon Wonder $9.50 and up See Table below



This is the season's "Wonder" in a four-hole wood and coal burning cook stove. Considering the remarkable improvements and splendid qualities of this stove it is a rare bargain at our low factory price. Perfect construction, good cooking and baking qualities, economy in fuel consumption and high grade materials are stove requisites that are all found worked out to perfection in the Wonder.

Only the Best materials used in stove making enter into the construction of this stove. Parts exposed to the fire and to constant usage are made of especially heavy and thoroughly reinforced material.

The Fire Box is scientifically proportioned to produce sufficient heat for perfect baking and heating—there is no waste energy. It measures 7 inches wide, 5 inches deep and the length varies according to the size of stove wanted. Made of heavy castings to insure long service. (See table below.)

The Grate. A flat dump grate is furnished. It can be used both for coal and wood. The fire box may be extended two inches for burning wood by removing the front end lining. Capacity of reservoir 11½ quarts.

$16.95 is the price of the Beacon Wonder Cook Stove with reservoir exactly as illustrated. The capacity of reservoir is 11½ quarts. Note: Reservoir furnished only in the largest size. See table.

Latest Improved Up-to-date and perfect in construction. Built so they will last and continue to give splendid satisfaction for years to come.

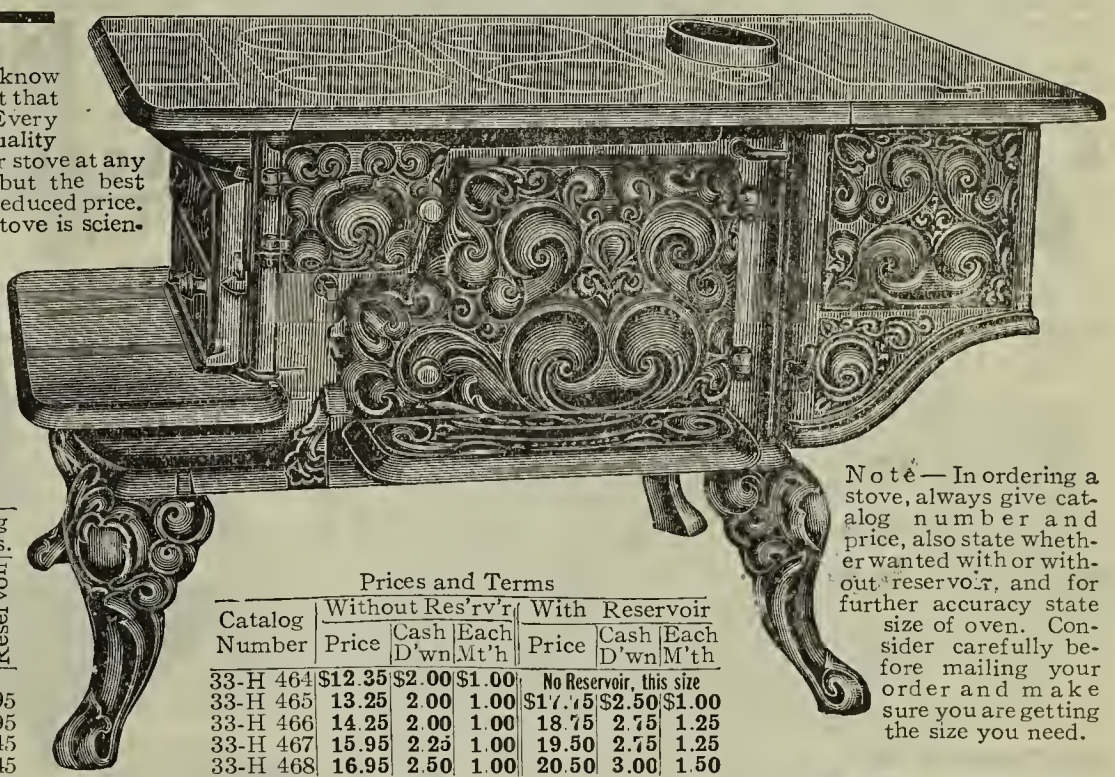
Table of Prices and Terms

Catalog No.	Prices and Terms without Reservoir			Prices and Terms with Reservoir		
	Price	Cash Down	Each M'nth	Price	Cash Down	Each M'nth
33-H 461	$9.50	$1.50	$0.75	No res'voir this size		
33-H 462	11.45	1.50	.75	No res'voir this size		
33-H 463	13.35	2.00	1.00	$16.95	$2.50	$1.00

Table of Sizes and Measurements

Catalog Number	Size of Lids Inches	Size of Oven Inches	Height Inches	Size of Main Top without Shelf or Reservoir	Size of Fire Box Inches: Length for Coal	Length for Wood	Width	Depth	Shipping Wgt. Lbs.: Without Reservoir	With Reservoir
33-H 461	7	13¼x11½x 9½	24½	19½x23	14	16	7	5	160	
33-H 462	8	15 x13½x10	25½	21½x24½	16	18	7	5	185	
33-H 463	8	18 x15 x10	26	22½x26¾	17	19	7	5	200	250

$12.35 THIS IS THE GENUINE BEACON Peerless Four-Hole Cast Cook Stove With Pouch Feed for Wood or Coal at a greatly reduced price.



Your chief concern in buying any kind of a stove is to know that it will not only cook and bake well at the start, but that it will stand the strain of daily use for years to come. Every man and woman who buys a stove should think of quality before anything else. You can't afford to own an inferior stove at any price and there is no necessity of your buying anything but the best when we offer this high grade famous Peerless at such a reduced price.

Latest Improved Features. This model of perfection in a 4-hole cook stove is scientifically constructed according to the most modern ideas on stove building, and is guaranteed to do better cooking and baking with less fuel than any other stove on the market at the price.

The Top is made to stand the strain of the hottest daily fire. It has four lids and a convenient pouch feed for feeding coal. The fire box is of the required size to produce an even, steady heat at a great saving in fuel. A flat dump grate comes with this stove so that any kind of fuel may be used.

The Ash Pit Door is supplied with draft to control the fire. Other features are: Full draw hearth, large ash pan, handsome oven door with convenient kicker, so that it may be opened with slight pressure of the foot. See table below.

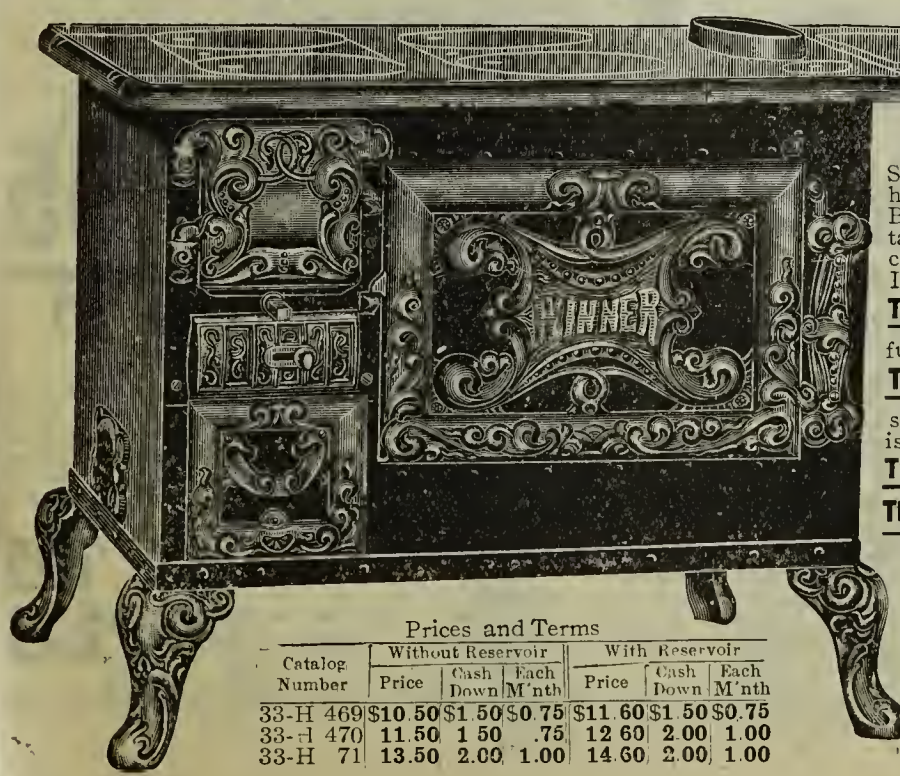
Catalog Number	Size of Lids	Size of Pipe Inches	Size of Oven Inches	Size of Main Top without Shelf or Reservoir	Size of Fire Box Inches: Length for Coal	Length for Wood	Width	Depth	Reservoir Capacity, qts.	Shipping Wgt. Lbs.: Without Reservoir	With Reservoir
33-H 464	7	6	13¼x13 x 9	20½x27½	12	15	6	4½		215	
33-H 465	7	6	16 x14½x10	22 x29½	14	17	6½	5	11½	240	295
33-H 466	8	6	16 x14½x10	22 x29½	14	17	6½	5	11½	240	295
33-H 467	8	7	18 x17 x11	24 x33	16	19	7	5½	13½	290	345
33-H 468	9	7	18 x17 x11	24 x33	16	19	7	5½	13½	290	345

Prices and Terms

Catalog Number	Without Res'rv'r: Price	Cash D'wn	Each Mt'h	With Reservoir: Price	Cash D'wn	Each M't'h
33-H 464	$12.35	$2.00	$1.00	No Reservoir, this size		
33-H 465	13.25	2.00	1.00	$17.75	$2.50	$1.00
33-H 466	14.25	2.00	1.00	18.75	2.75	1.25
33-H 467	15.95	2.25	1.00	19.50	2.75	1.25
33-H 468	16.95	2.50	1.00	20.50	3.00	1.50

Note—In ordering a stove, always give catalog number and price, also state whether wanted with or without reservoir, and for further accuracy state size of oven. Consider carefully before mailing your order and make sure you are getting the size you need.

New Model Steel Cook Stove The Famous Beacon Line Winner $10.50 and up according to size



For Coal and Wood. Four Holes With and Without Reservoir

Send us your order today for this genuine steel cook stove. It has wonderfully improved features and scientific construction. Built up from the floor on legs, it is the safest and most sanitary stove made. One of the strong features which has made it so popular is its wonderful capacity for its size. There is no waste space in its construction as the illustration shows. If you want perfect satisfaction and your coal bills cut in half send us your order for this stove

The Body of the Winner is made like a boiler, of tested sheet steel, with each part accurately adjusted, carefully bolted and riveted, and made extra strong in parts most needful of reinforcements.

The Four-hole Top composed of heavy lids, short and long centers, is made of superior quality stove plate, like used on the most expensive cook stoves. Every part is scientifically fitted and careful allowance made for expansion and contraction, as the stove is heated and cooled.

The Fire Box is fitted with a convenient dump grate for coal, wood or any kind of fuel. Has heavy fire-resisting cast iron linings.

The Reservoir is made of non-rust galvanized iron and heated by direct contact. It can be easily lifted and hung to side, back or front of stove, or may be placed on top.

Prices and Terms

Catalog Number	Without Reservoir: Price	Cash Down	Each M'nth	With Reservoir: Price	Cash Down	Each M'nth
33-H 469	$10.50	$1.50	$0.75	$11.60	$1.50	$0.75
33-H 470	11.50	1.50	.75	12.60	2.00	1.00
33-H 471	13.50	2.00	1.00	14.60	2.00	1.00

Catalog Number	Size of Lids	Size of Oven Inches	Height of Body	Size of Main Top including Reservoir	Size of Fire Box. Inches: Length	Depth	Width	Capacity of Reservoir Quarts	Shipping Wgt. Lbs.: Without Reservoir	With Reservoir
33-H 469	7	12x16x10	25	35 x19	16½	6½	4	14	120	135
33-H 470	8	14x18x10½	25½	37½x21	17	6½	4½	18	140	155
33-H 471	8	16x18x11	26½	40½x21½	17½	7	5	21	160	170

In Ordering be sure to give catalog number and price of stove wanted, also whether with or without reservoir. Pipe collar measures six inches in all sizes

Royal Leader Steel Cook Stove

For Hard or Soft Coal, Coke or Corn Cobs—Price Reduced to **$19.45** Without Reservoir

Order this Stove by Catalog Number 33H-472

$24.25 is our extra special low price for this Royal Leader Steel Cook Stove with cast enamel reservoir, capacity 13½ quarts. In ordering be sure to specify if wanted with or without reservoir. First payment on stove with reservoir is $3.50 Monthly payment $1.75

The Top or cooking surface has four eight-inch lids made of the very finest grade of cast stove plate.

Other Features Rocco design base, legs, reservoir panel and pouch feed door; large pouch feed, large ash pan and large reservoir, when ordered. This stove can be furnished with 8 inch or 9 inch lids.

The Royal Leader Four-hole steel Cook Stove is made in the world's largest stove works where the standard of quality and efficiency of organization have always been maintained to the very limit of perfection. If you order the Royal Leader at the very low price of $19.45 without reservoir or $24.25 with reservoir, you may rest assured that you are getting the best four-hole steel cook stove the market affords at the price. There are no "ifs" to this statement, extravagant as it may seem, nor need you have the slightest misgivings because we absolutely guarantee this stove to prove satisfactory and you get your money back if it fails to please you.

The Efficiency of a stove depends a great deal upon the quality of materials that enter into its composition as well as upon the manner in which the various parts are put together. In the body of the Royal Leader only the best grade of sheet steel is used, but what is more important, each piece is accurately cut, all parts fit perfectly and are made to last. Sides, back and front bottom edge of stove are doubly reinforced and firmly riveted to the steel plates of the body. The oven bottom is heavier than found on other stoves even at double our price.

The Oven is large and square and fitted with a steel oven rack. The oven door is handsomely ornamented with a nickel medallion; opens by means of a patent spring catch. It opens downward, forming a convenient shelf.

The Fire Box is equipped with duplex grate for burning coal or wood. The fire box is just the right size to give the best results in cooking and baking, and is scientifically proportioned, placing the Royal Leader in the front rank as a fuel saver.

Our Guarantee We have not told you one-half the good things about the Royal Leader that you yourself will find out after you have used it for a while. You will feel about the same way one of our Dakota customers felt when she wrote: "If you were to stop making the Royal Leader so that I could not buy another I would not take $40.00 for mine. My loaves of bread and cakes have taken first prize at the church fair and justice makes me give much of that credit to the splendid baking qualities of the Royal Leader." We have been selling the Royal Leader many years and we have never had any trouble with them, nor has a single customer ever written to us that the stove is unsatisfactory. Good recommendations of a good stove. Order today.

MEASUREMENTS

Size of Lids, 8 inches.
Size of Oven, 17½x20x12 inches
Size of Main Top, including Reservoir, 42½x26 inches.
Size of Pipe Collar, 7 inches.
Height from floor to top, 30½ inches.
Size of Fire Box for Coal, 8½x5½x18 inches.
Size of Fire Box for Wood, 8½x5½x23½ in.
Capacity of Reservoir, 13½ quarts.
Shipping Weight, 345 pounds.

Prices

Royal Leader Steel Cook Stove without Reservoir Terms $2.75 Cash; $1.25 each month. **$19.45**

Royal Leader Steel Cook Stove with Reservoir Terms $3.50 Cash; $1.75 each month. **$24.25**

$4.25 to $11.40 Pioneer Box Stove

For Wood Only

Will Outlast 3 Ordinary Box Heaters.

Price List and Table of Measurements

Catalog Number	Height Inches	Inside Length	Size of Door Opening	Size of Opening in Main Top	Actual Weight	Price	First Payment	Monthly Payment
33H-473	19½	19	5½x 7½	6¾x10	52 lbs	$ 4.25		
33H-474	21½	23	7½x 8¾	9 x14	70 "	5.25	$0.75	$0.50
33H-475	23	25½	8¾x10	10 x18	92 "	5.75	.75	.50
33H-476	26	28	9¾x10	10¾x20¾	112 "	6.95	1.00	.50
33H-477	26	30½	9¾x10½	10¾x20¾	120 "	7.60	1.25	.75
33H-478	29½	35	12½x13½	12¾x25	160 "	10.45	1.50	.75
33H-479	29½	37	12½x13½	12¾x25	164 "	11.70	1.50	.75

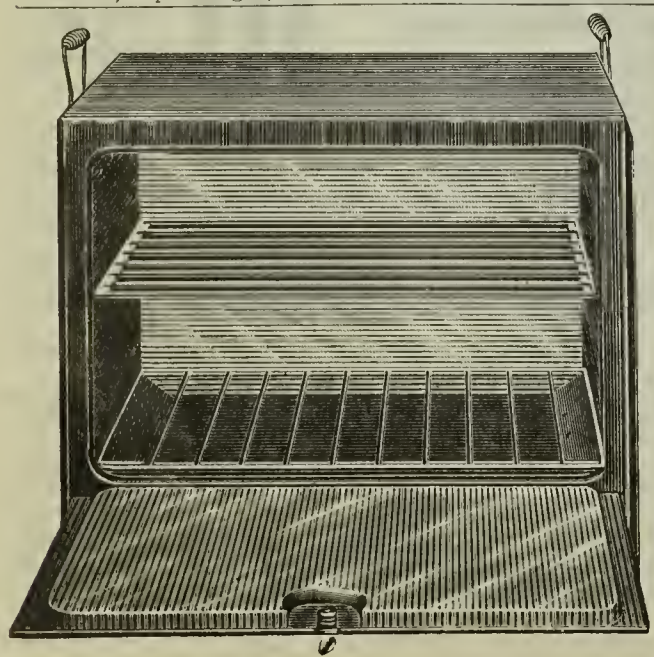
The Pioneer is unlike any other Box Stove made because we have put into it a much better grade of material than was ever before used in the making of this kind of a stove. Manufacturers have never hidden the fact that their box stoves are a sort of by-product, made when they are not busy in other departments, and the materials used are confessedly second-class. We blame the manufacturers who make that kind of box stove, and the dealers who sell it, because they are not dealing fairly with their customers—they are reducing the quality in order to cut the price.

We Changed This when we placed our new contract for Box Stoves. A clause of this contract reads that the same high-grade, first-class materials must be used in the Pioneer Box Stove as are used in the making of the more expensive stoves. Our customers don't want to pay less than $4.25 to $11.40 for a Box Stove and get one that will not last. We have therefore put the best quality into each Pioneer Box Stove so it will give lasting service.

The Top is made to swing to one side so that the fire may be fed from the top as well as from the front, when the large swing door is open. In the two small sizes the swing top is fitted with one lid, but in the five larger sizes, two lids are furnished, size of lids ranging from 6 inches up to 9 inches in diameter, depending upon size of stove ordered. Be sure to give catalog number and price of stove wanted.

Seven Sizes

If you will refer to the table of measurements opposite picture, you will see that you can buy this stove in seven sizes. The smallest size will take a piece of wood 18 inches long while the largest size will take wood twice the length and as big across as 12x24 inches. On this Box Stove you can cook breakfast and heat your room at the same time. Mention catalog number and price of stove wanted.



The Beacon Portable Oven $1.95

For Gas, Gasoline and Oil Gas Stoves.

Our New and Improved Beacon Portable Steel Oven embodies every desirable feature of the best on the market at a great saving in price. It is made of polished blue steel, heavily embossed on front and end, giving it great strength and stiffness. Inner walls are corrugated tin securely fastened to side, end and top panels. It is lined on all sides with asbestos. Return flues distribute heat equally in all parts of oven, consequently you can bake bread or roast beef equally well on top or bottom shelf. There are two, as shown, each made of strong wire. These shelves are adjustable or may be removed as desired. The heat deflection in the bottom is covered on the under side with asbestos, thus preventing burning on the bottom. You cannot make the oven so hot but that you can instantly remove it from the stove by means of the always-cold Alaska handles. This oven comes in two sizes; the smaller one is intended for use with one burner; and the larger oven, costing $2.25, is made to be used for two burners.

No. 33H-480 To be used with one burner, measures 14¼ inches wide, 18½ inches high and 13¼ inches deep, outside measurements. On the inside the measurement is as follows: 11½x12x12 inches. Shipping weight 14 pounds. Price..... **$1.95**

No. 33H-481 Intended for use with two burners. Outside measurements: 21½ inches wide, 18½ inches high and 13¼ inches deep. Inside measurements: 18x12x12 inches. Shipping weight, 17 pounds. Price..... **$2.25**

This is an ever handy article that every home should have; it can be put to so many convenient uses that you cannot afford to be without one. Send in your order today.

The Beacon Line

Cannon Heater $2.95

It's Easy to Pay the People's Way.

Burns Coal, Wood or Any Kind of Fuel.

Has every up-to-date feature. Latest model.

With Exclusive Features That Save Fuel We furnish this wonderful heater in four different sizes as indicated by the table in lower right hand corner of this description. Please specify catalog number on your order. This is the original and genuine **Beacon** heating stove which has been imitated by many but never equalled. It also has new and improved features not found on any other. It is an ideal heater if you burn coal and have a large space to heat. The smallest size will heat a room 25 feet square. For a room 30 feet square order the next larger size, and for a room 40 feet square the next size, etc. We are selling hundreds of our famous **Beacon** heaters in the soft coal sections of the country, as in Illinois, Iowa, Kansas, Missouri, Indiana, Ohio, West Virginia, Pennsylvania, Kentucky, etc. It is also used for hard coal with great satisfaction; in fact, it burns anything and produces more heat and more even heat than any similar stove ever manufactured.

Construction The construction is such that it gives the greatest amount of heat for the minimum amount of fuel used, and perfect control is had over the fire at all times. You can have a red-hot fire, a mild fire, or you can hold the fire all night, just as you like with this wonderful stove. The check draft door, the slide draft in ash pit door, and the lid in top are all perfectly fitted and by their use any one can regulate the fire to suit his fancy. It is properly constructed and responds instantly to any manipulation of the dampers. The castings used are all made from the finest gray iron, and guaranteed perfectly smooth and free from imperfections. All exterior parts are perfectly fitted and joined. It has extra wide fitting flanges thoroughly bolted, an important detail of construction omitted in all other heaters. Swing ash pit and feed door. Griddle cover on main top. Dumping grate, drum flanges. See table for prices and terms.

Catalog Number	Diameter of Fire Pot	Height of Stove	Size of Pipe	Actual Weight	Price
33H-521	9 Inches	23½ Inches	5 Inches	50 Pounds	$2.95
33H-522	10 Inches	27½ Inches	5 Inches	55 Pounds	3.95
33H-523	11 Inches	29½ Inches	6 Inches	65 Pounds	4.50
33H-524	12 Inches	32 Inches	6 Inches	75 Pounds	4.95

Model Laundry Two-Hole Coal Stove

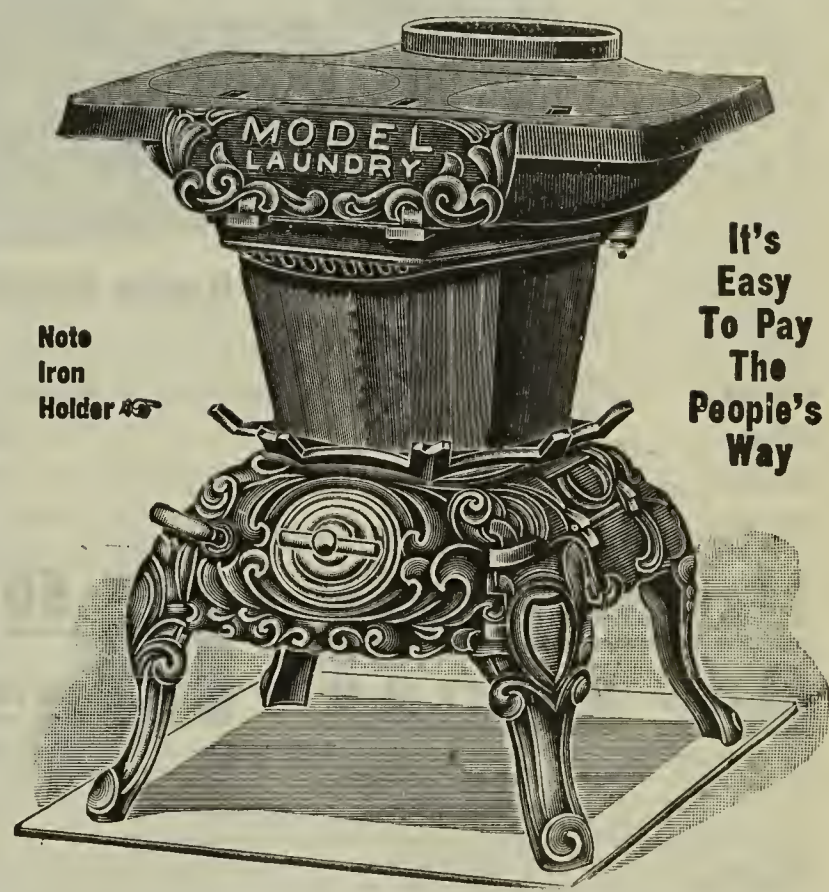
Gives Intense Heat and Saves Fuel

$4.95

Number 33F-414 In buying a laundry stove it is important to get one that will not burn out, that is, one made of heavy castings that will not warp out of shape or crack and become prematurely worthless. The "Model Laundry" stove we show here is so well made that it will outlast any two of the common light weight laundry stoves advertised by other mail-order houses. It has the new improved scientific system of drafts which economize coal. The coal gases that go through the ordinary stove and up the chimney, are so combined with air in the "Model Laundry" stove that they become combustible and are consumed, giving off added heat. In fact, this stove will more than pay for itself in the course of a year because it requires so much less coal than the average laundry stove and can be regulated to give an even, steady heat.

The Base The base is large and heavy and is fitted with 8 iron holders around the octagonal fire pot so you can heat as many as eight irons at one time while you are using the top for other purposes. It has screw draft register, safe clamp ash pan door fastener, and base is moulded in a handsome carved design. The arrangement of the fire pot and the construction of the main top is such that the heat is evenly distributed. Top has two 8-inch holes and the fire pot is 11½ inches in diameter. This wonderful stove is our number **33F-414** and you may order it with the assurance of getting a perfect laundry stove with all the new up-to-date features and one without a defect of any kind. We guarantee this stove and recommend it to you as the greatest bargain of the kind ever offered.

Our reduced price (Terms: 75 cents Cash; 50 cents a Month) $4.95



Note Iron Holder

It's Easy To Pay The People's Way

$2.85 For This Laundry Stove

Number 33F-413 This is our grand special offering in a laundry stove; and to state that it is one of our "Beacon Line" of famous stoves and ranges is equivalent to saying that it is the best in the world for the price. If you have any use for a laundry stove and want to get a good one at a low price, the "Beacon Leader" will surely be your choice.

The Top The square top is fitted with two 8-inch lids and the entire top is made of the finest grade of stove-top castings, insuring against warping.

The Fire Pot The fire pot and grate furnished with this our "Beacon Leader" Laundry Stove is the finest ever put into any laundry stove that ever sold for a penny less than $4.00 and the strong dumping grate works perfectly. The fire pot measures 10½ inches in diameter. Has large pouch feed.

The Base Note the base of this splendid stove; it is fitted with screw draft register in ash pit door and the entire base and legs are moulded in a rich carved design.

Improved Features This stove has all of the very latest patent improved features and in spite of our low price, the lowest ever named for a high grade laundry stove, it is first class in every detail. It is so designed that the air is drawn in with the coal gases consuming both air and gas and giving off the most intense heat. In this manner a greater amount of fire is derived from the same quantity of fuel. The "Beacon Leader" is the only low priced laundry stove on the market with these improved coal saving features, and it is by far the best laundry stove ever offered at such a low price.

Send Your Order for the "Beacon Leader" and get a laundry stove that will give first class service for the smallest amount of money. Our double binding guarantee applies on this stove with the same force that it does on the highest priced stove we offer, and you are assured perfect satisfaction or your money back. This is our number **33F-413** "Beacon Leader" Laundry Stove with two 8-inch holes in the top and 10½ inch fire pot. **Our reduced price..... $2.85**

Home Pride Gas Range

$17.75 See Table Below

There is no other gas range manufactured anywhere at any price that is equal to this wonderfully improved and strictly up-to-date "Home Pride." It is the famous Beacon Line gas range, selected from all the high grade ranges placed in competion, because it has the greatest capacity, accomplishes the greatest results and uses less gas than any other gas stove.

Cooking Top has one giant and simmering burner of triple capacity and three single burners, making a four-burner top of largest size and greatest convenience. The two largest sizes, numbers 33H-517 and 33H-518, have water heaters. With this equipment the top has six burners; the two extra burners are for heating the water, but the lids over the burners can also be used for cooking at the same time the water is being heated. The illustration here shows our closed top with cast lids, for natural gas. When ordered for artificial gas, open top grates are supplied instead of closed covers. Please specify on your order which kind of gas you use.

Improved Construction. The new features and up-to-date improvements on the "Home Pride" are so numerous that space will not permit an explanation of all of them here. There are many ranges selling for one-third more money that cannot compare with the "Home Pride," and if you are anxious to get a range that is absolutely perfect in every detail of construction, one that will economize gas and give excellent satisfaction permanently, this is the one to buy.

Important Details. This magnificent range has a **patented device for lighting** the oven burner which is the finest ever developed, and is an absolute preventive of explosions in the oven. The **body** is the best made, being constructed of heavy Wellsville polished steel. All cast parts made extra strong. **Large Ovens** with ventilating flue construction. Steel broiling oven drip pan and broiling rack, both removable. **Oven Thermometer**, the finest made; nothing to equal it on the market. **Steel Base and Legs** extra heavy and strongly bolted together.

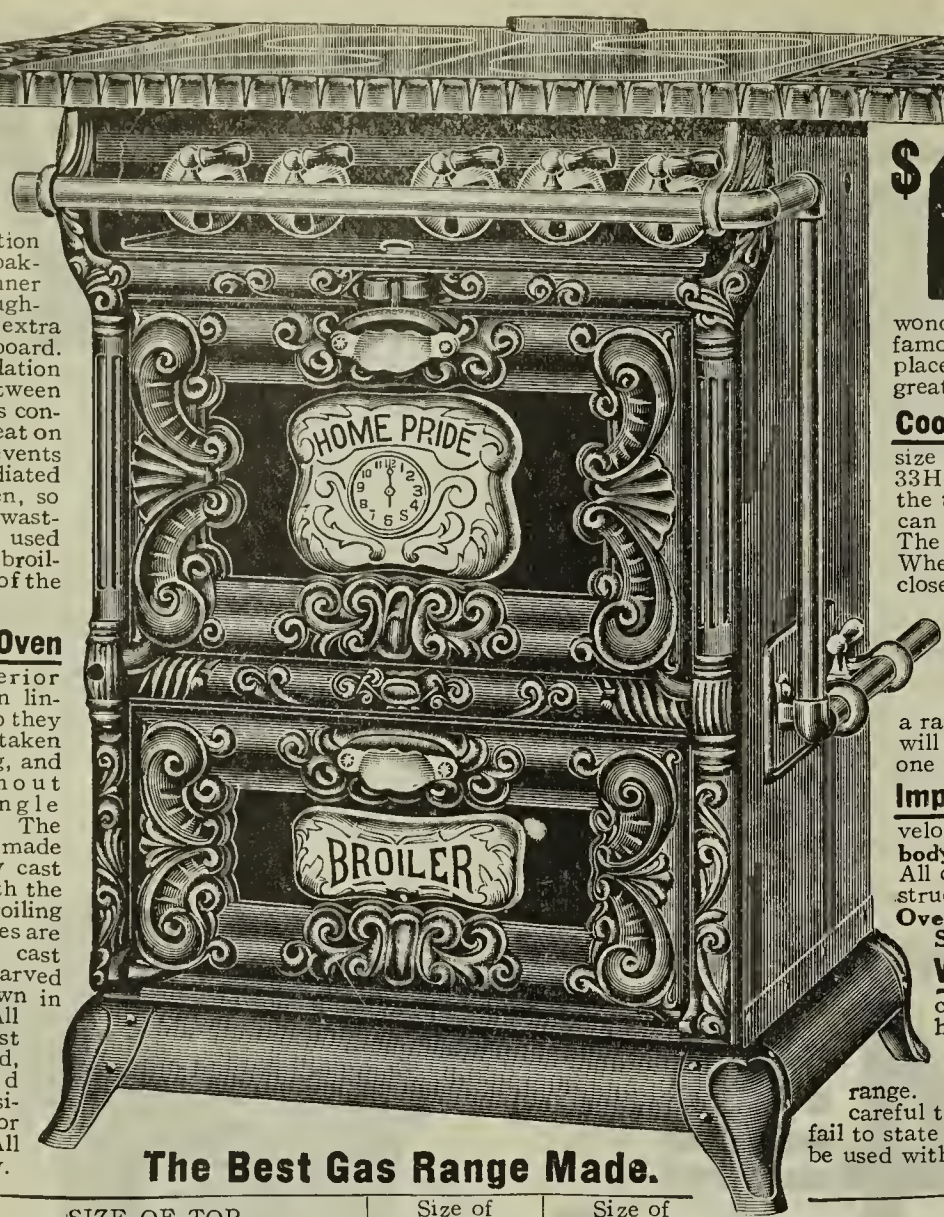
Water Heaters can be used only where water pressure is furnished through pipes, as in cities. In other words, if your city or town has water works and you have the water piped into your house, you can use a water heater in your range by getting a pressure boiler to use in connection with the water heater. If your town does not have a water works then you cannot use a water heater in your range. The table below gives the prices with and without water heater. Be careful to give catalog number and price of the range you select, and do not fail to state whether you use natural gas or manufactured gas. This range cannot be used with gasoline or acetylene gas.

See Table Below for Sizes, Weights, Prices, Terms, Etc.

Double Oven

This magnificent gas range has large broiling oven in addition to the full size baking oven. The inner walls are thoroughly lined with extra heavy asbestos board. This extra insulation of asbestos between two steel plates concentrates the heat on the oven and prevents it from being radiated into the kitchen, so there is no heat wasted. Less gas is used in baking and broiling because all of the heat is utilized.

Removable Oven Linings. Interior oven linings are made so they can be easily taken out for cleaning, and replaced without removing a single bolt or screw. The oven bottom is made of extra heavy cast iron plate. Both the baking and broiling oven door frames are made of finest cast plates of richly carved design, as shown in the picture. All burners are latest improved drilled, one-piece, and star-shaped, easily removed for cleaning. All light separately.



The Best Gas Range Made.

Catalog Number	SIZE OF TOP	Size of Baking Oven	Size of Broiling Oven	Height From Floor	Shipping Weight	Price	Terms
33H-515	35½ x 22¼ Inches Including two end shelves	16x16¼x11 in.	16x16¼x8¼ in.	32½ Inches	185 Pounds	$17.75	$2.50 Cash; $1.00 Monthly
33H-516	37½ x 22¼ Inches Including two end shelves	18x16¼x11 in.	18x16¼x8¼ in.	33½ Inches	200 Pounds	19.85	2.75 Cash; 1.25 Monthly
33H-517	39½ x 22¼ Inches Including end shelf and water heater	16x16¼x11 in.	16x16¼x8¼ in.	32½ Inches	245 Pounds	21.65	3.00 Cash; 1.50 Monthly
33H-518	41½ x 22¼ Inches Including end shelf and water heater	18x16¼x11 in.	18x16¼x8¼ in.	33½ Inches	255 Pounds	23.75	3.50 Cash; 1.75 Monthly

Home Pride Gas Range

$15.50 See Table Below

This wonderfully improved gas range is exactly like the one illustrated and described above except that it has no broiling oven. The large baking oven is the same, but the extra oven (the broiling oven) is left out of this range. Many people do not care for the broiler oven, and for them this magnificent "Home Pride" single oven gas range is ideal. It is perfect in construction and in operation.

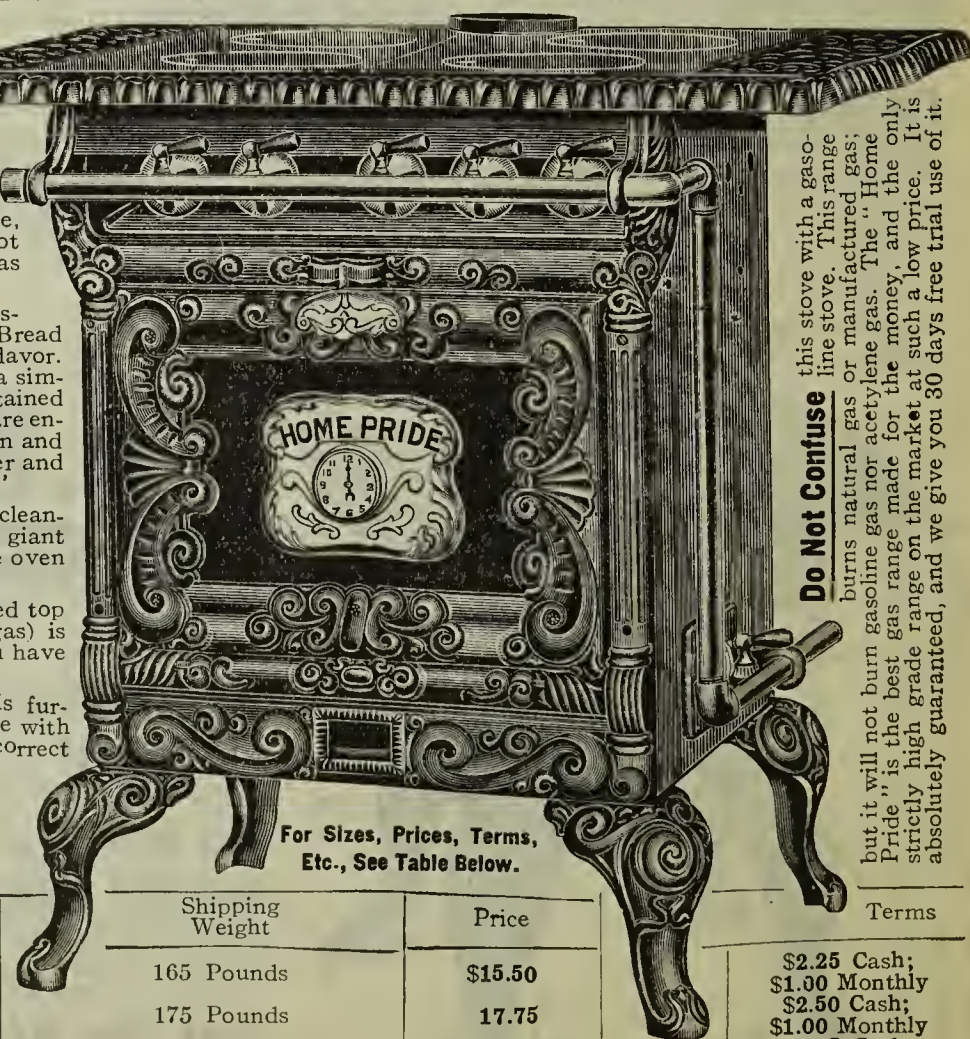
The Oven is large, and the heat flues are so arranged that the heat is evenly distributed about the oven, insuring even baking and perfect roasting. Bread and pastries can be baked without burning or sticking, and roasts retain their juicy flavor. **The oven thermometer** indicates the temperature of the oven at all times, and it is a simple matter to regulate the heat to exactly suit your needs. The splendid results obtained from the "Home Pride" are appreciated by every housewife, and all present users are enthusiastic in their praise of this remarkable gas range. It gives splendid satisfaction and is a great economizer of gas. You will find that your gas bills will be much lower and that your cooking and baking will be done better with the use of the "Home Pride."

The Burners. The one-piece, star-shaped, drilled burners are easily removed for cleaning. There are three standard star burners and one triple capacity giant burner with simmering burner in center, all lighting separately. The large four-line oven burners are also exactly the same as in the range described above.

The Top as shown in the accompanying illustration is what is known as the closed top for natural gas. Where manufactured gas (sometimes called artificial gas) is used, the open top grates are furnished. Be sure to mention which kind of gas you have to burn, so we will know which top to fit on your range.

Water Heaters. You will note by referring to the table below that this range is furnished either with or without water heater. Do not order a range with water heater unless your house is piped with running water, and be sure to give correct catalog number and price of the range you select.

Best Quality, best construction and best workmanship are represented in the Home Pride. It is useless to make comparison with any other gas range offered on the market, because our price is the lowest, considering quality, and our guarantee insures entire satisfaction. **Gas Companies** like to connect up the Home Pride because everything fits perfectly and they never have any trouble with it.



For Sizes, Prices, Terms, Etc., See Table Below.

Do Not Confuse this stove with a gasoline stove. This range burns natural gas or manufactured gas; but it will not burn gasoline gas nor acetylene gas. The "Home Pride" is the best gas range made for the money, and the only strictly high grade range on the market at such a low price. It is absolutely guaranteed, and we give you 30 days free trial use of it.

Catalog Number	SIZE OF TOP	Size of Baking Oven	Height From Floor	Shipping Weight	Price	Terms
33 H-511	35½ x 22¼ Inches Including two end shelves	16x16¼x11 in.	30 Inches	165 Pounds	$15.50	$2.25 Cash; $1.00 Monthly
33 H-512	37½ x 22¼ Inches Including two end shelves	18x16¼x11 in.	30 Inches	175 Pounds	17.75	$2.50 Cash; $1.00 Monthly
33 H-513	39½ x 22¼ Inches Including end shelf and water heater	16x16¼x11 in.	30 Inches	225 Pounds	19.75	$2.75 Cash; $1.25 Monthly
33 H-514	41½ x 22¼ Inches Including end shelf and water heater	18x16¼x11 in.	30 Inches	235 Pounds	21.50	$3.00 Cash; $1.50 Monthly

ORDER TO

PEOPLE'S OUTFITTING CO.

210-222 Sixth Street, DETROIT, MICH.

Month March Day 10 1909

Name Mrs H W Taylor
(Mr. Mrs. or Miss. Write full name.)

Street and Number R. F. D #3
(Or R. F. D. Number.)

Post Office Lula

Shipping Point Tupelo
(If different from Post Office.)

County Coal State Okla.

Railroad Co. M K & T

Is there a Freight Agent at your Station? Yes
(If not, Send us a Sufficient Amount to Prepay Charges.)

STATE HOW YOU WANT GOODS SHIPPED BY PLACING AN "X" IN PROPER SPACE BELOW.

PREPAID FREIGHT.

BE SURE to Send EXTRA MONEY for Freight IF there is no Agent at Your Station. When too much money is sent, we refund or credit it to your account.

If there is a Freight Agent you can pay the freight when shipment reaches you.

FREIGHT X

EXPRESS

TO INSURE SAFETY ALWAYS REGISTER A LETTER CONTAINING CURRENCY.
Be sure to state how much cash you enclose and in what form, by filling in proper spaces below.

To apply as First Payment on Goods Mentioned Below, Enclosed Find	DOLLARS	CENTS
Draft or Check		
Post Office Order	33	50
Express Money Order		
New York Exchange		
Currency		
Postage Stamps (Not over $1.00 accepted.)		
Total		

Find the Total and refer to other side for **Terms of Credit.**

After Writing Your Order, **Check it Over Closely** to See that You Have Written Correct Catalogue Numbers, Quantities, Name of Articles Wanted and Correct Prices.

When Ordering Goods, Always Give **size, color, etc. to avoid errors and loss of time.**

Catalogue Number	How Many?	Do Not Use This Column	NAME OF ARTICLE State Oak or Mahogany where choice is given. State Color.	Size	PRICE EACH DOLLARS	PRICE EACH CENTS	TOTAL AMOUNT DOLLARS	TOTAL AMOUNT CENTS
1F324	1	CUSTOMERS DO NOT USE THIS COLUMN	White Iron Bed	4½ ft	12	48	12	48
6E-213	1		Spring to fit		4	89	4	89
6E-229	1		Felt Mattress to fit		10	50	10	50
3F-212	1		Oak Dresser		19	48	19	48
5E-112	1		Gentleman's Chiffonier, with Mirror		19	95	19	95
1E-256	1		Child's Iron Bed, White		9	75	9	75
7F-402	1		Genuine Leather Couch		25	25	25	25
12F-127	1		Oak Buffet		29	65	29	65
13F-119	1		Oak China Closet		26	85	26	85
38F-117	1		Oak Extension Dining Table	6 ft.	18	50	18	50
15E-117	6		Oak Dining Chairs		2	39	17	34
	1		Edison D. Sewing Machine		20	95	20	95
				TOTAL			$215	59

To Avoid Mistakes Be Sure and Give CORRECT CATALOGUE NUMBER.

When Ordering Parlor Suites, Parlor Chairs, Davenports, Couches or Morris Chairs, mention style of Covering Desired. When ordering Iron Beds, state Color and Size Desired, and when ordering Dining Tables, State Size.

When Ordering Rugs, State Size Desired, and when ordering Carpets, Linoleum, Oil Cloth, BE SURE and Enclose Diagram showing exact size and shape of room for which Carpet is intended.

If you have changed your address since writing for our Catalogue, please state

Former Address

Did you order from a Friend's Catalogue? State Yes or No No.

R F D #2
Street or R. F. D. Number.

Cowden, Okla.
Town and State.

HOW TO FILL OUT THE ORDER BLANK

See the reverse side of this page for an illustration of a "model" order blank and guide yourself accordingly.

For the special benefit of the few people who do not quite understand how to properly fill out our order blank, we will take up the various points in detail and explain them as clearly as possible.

DATE. Fill in the month, day and year you mail us your order.

NAME. Write your full name, as clearly and legibly as you can. State whether Mr., Mrs., or Miss.

ADDRESS. Be sure to give your full address. State the name of street and number of your house, if you live in a large city; or, state your R. F. D. or P. O. Box number, if any. Remember, your post office address must be plainly written so that our acknowledgment of the receipt of your order will reach you promptly.

SHIPPING POINT. Remember, the shipping point is often different from the post office address. BE SURE TO STATE YOUR NEAREST SHIPPING POINT. If your town or city is situated on a railroad, your nearest shipping point is the town or city in which you live; but, if there is no railroad station in your town, or, if you live on a farm, it is quite important for us to know just where you want the goods shipped.

RAILROAD. It is equally important for us to know the name of the railroad upon which your town, or upon which your nearest shipping point, is situated. We have guides showing the name of the railroad that passes through every city, town and hamlet in the country, still it would save time in shipping your order, if you would mention the railroad, besides, in cases where there is more than one railroad on which your town is situated, it would give us an idea of your choice of railroads.

IS THERE A FREIGHT AGENT AT YOUR STATION? Be sure to state whether there is a freight agent at your station to whom you can pay the freight charges when you receive your goods. Do not under any circumstances overlook this point. IF THERE IS NO FREIGHT AGENT AT YOUR STATION TO WHOM YOU CAN PAY THE FREIGHT CHARGES IT WILL BE NECESSARY FOR YOU TO SEND US ENOUGH MONEY TO COVER THE FREIGHT CHARGES so that we may pay it for you at this end. By referring to our tables of transportation charges on pages 10 and 11 you can figure out approximately just how much the freight will amount to and which you must send along with the first payment required on the goods. If you send more money than necessary to prepay the freight, we will either return the difference to you, or, as is customary, we will credit it to your account. It is understood that we do not pay the freight charges, therefore, do not under any circumstances ask us to do so unless you forward us enough money to pay them.

SENDING MONEY. To insure safety always register a letter containing currency. The safest way is to send your money in the form of a Post Office or Express money order. We do not accept postage stamps over the amount of $1. On the reverse side of this sheet, note at the top underneath the hand the words: "To apply as first payment on goods mentioned below, enclosed find." In the spaces there given opposite "draft or check," Post Office Order," etc., you must fill in the amount of money you are sending as first payment. When sending money to be used to prepay freight charges, be sure to notify us on a separate sheet of paper, stating the amount sent.

HOW TO ORDER GOODS. First decide upon the kind of merchandise or goods you wish to purchase. Then refer to the inside of the back cover of this catalogue for our handy index to everything listed in this book. Find the page, select your article and place its catalogue number in the column underneath the words "CATALOGUE NUMBER," on the reverse side of this sheet. Every article listed in this catalogue is numbered, there being so many different styles, and this catalogue number is given either at the beginning or at the end of the description of the article chosen. Sometimes an article furnished in different sizes has a different number for each size, but it is advisable not only to state the article's catalogue number, but its size, in plain figures, as well. Opposite "catalogue number," you must fill in the column "How many." That is, if you order a table, place the figure 1 underneath "How Many," or if you should order 4 chairs, place the figure 4, there. Next to this is a column that should not be used by the customer and we ask that it be left free from writing, if possible. This column is for our own use in the office. In the wide column under "NAME OF ARTICLE" state the article selected, also whether you want it finished in oak or mahogany. Also state color of upholstering, if the article selected should be a parlor suite, go-cart, parlor chair, davenport or Morris chair; or, if a bed, state color of enamel wanted. Before making a choice of "oak" or "mahogany" be sure to read the description of the article carefully to see whether we quote it in "oak" or "mahogany." It is only where a choice is given in the description of the article that we can supply it in either finish. Remember, also, that furniture made of hardwood is generally finished in either oak or mahogany and remember that this refers only to its finish. For example, a chamber suite made of hardwood finished in oak means that it is of a rich golden color that resembles oak. Finished in mahogany, it is of a dark color resembling mahogany wood. ABOVE ALL READ THE DESCRIPTION OF THE ARTICLES YOU SELECT AND TAKE YOUR CHOICE OF WHAT EVER IS OFFERED.

SIZE. In the column under "SIZE," state the size of the article selected, particularly where it is quoted in more than one size. For example, in the case of iron beds, state the width desired, whether 3½ or 4½ feet. When ordering carpets, linoleum and oil cloth be sure to enclose diagram showing exact size and shape of room for which carpet is intended.

PRICES. In the next two columns fill in the price of each article selected. In the first column fill in the price of the individual article and in the next column the total price of more than one of the same article. Add up your entire order and place the figure opposite "Total," near the bottom of the page.

FIRST PAYMENT. Next refer to page 5 of this catalogue for our Table of Easy Payments for the amount of the first payment required If your order should amount to $81.38 run your finger down the column until you come to $80—85 and you will see there that the first payment required on **$81.38** worth of merchandise is **$12.50** and in the next column you will see how much you will be expected to pay monthly.

FOR THE BENEFIT of our own records, we have provided spaces where we like you to let us know whether you placed your order from your own or from a friend's catalogue. Also whether you have changed your address since writing for our catalogue. Spaces provided for this purpose will be found at the extreme bottom of the order blank. However, it is not imperative that you fill these out, but we will appreciate it if you will.

IT IS IMPORTANT THAT IN ORDERING

BEDS you state size and color;

CHAMBER SUITES you state finish, (oak or mahogany) where choice is given;

CARPETS you give exact dimensions of room, and whether with or without border in the 27-inch wide carpets;

CHAIRS state whether cobbler, cane, saddle or leather seat, where choice is given.

DINING ROOM TABLES you give size;

OIL CLOTH you state whether 1 or 2-yard width;

ORGANS you state action desired;

MATTRESSES you state size;

MIRRORS you state size, where choice is given;

PILLOWS you state size and weight. Note that prices given are for single pillows, not pairs;

RUGS you state size;

SPRINGS you state width and whether for wood or iron bed. Note: Griswold coil spring is made for wood bed only;

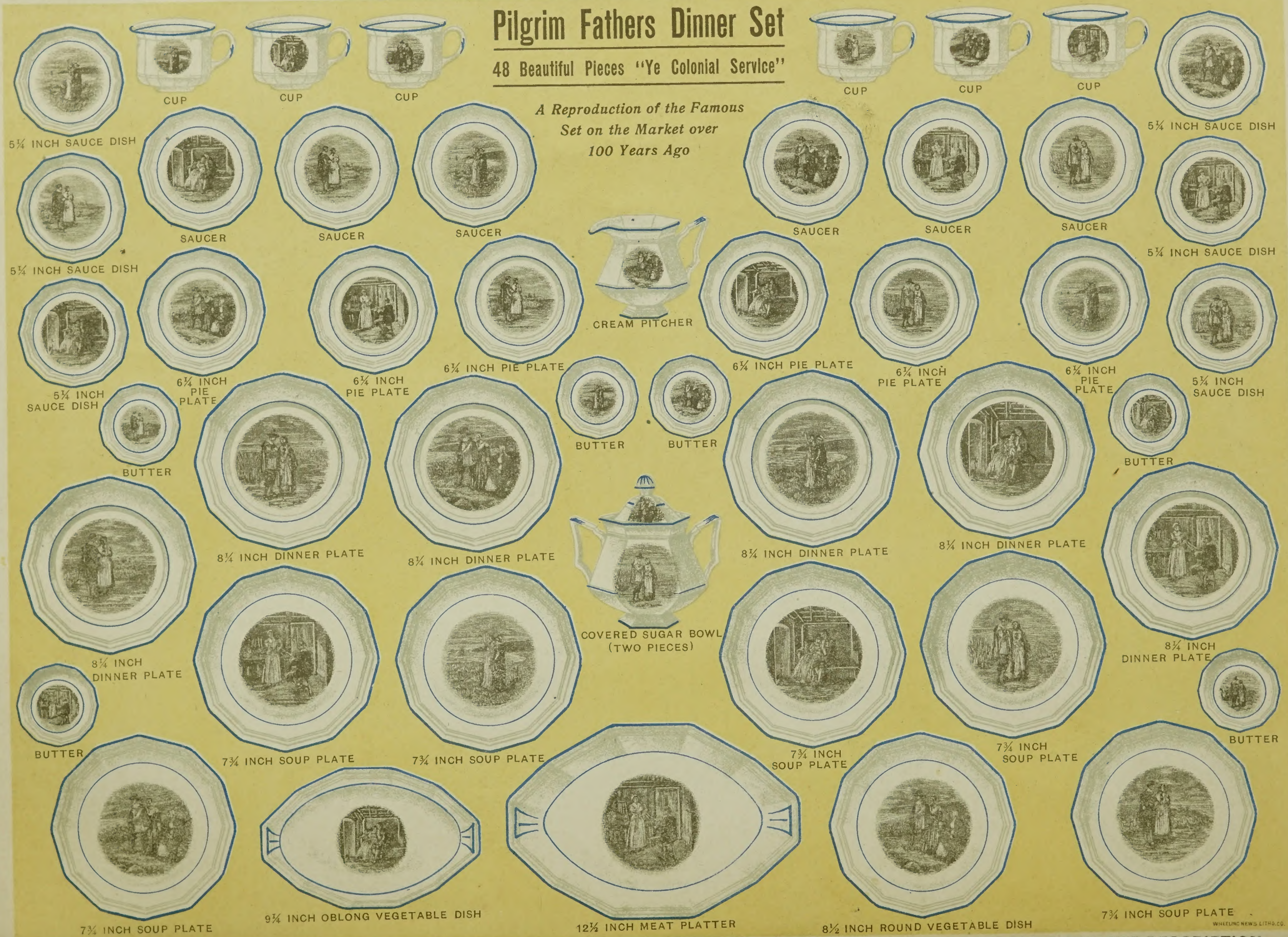
STOVES you state whether for wood or coal, where choice is given;

UPHOLSTERED FURNITURE you state color and kind of upholstering;

Pilgrim Fathers Dinner Set

48 Beautiful Pieces "Ye Colonial Service"

A Reproduction of the Famous Set on the Market over 100 Years Ago



PEOPLE'S OUTFITTING CO., DETROIT, MICH. DINNER SET NO. L. SEE OPPOSITE SIDE OF THIS SHEET FOR COMPLETE DESCRIPTION.

PILGRIM FATHERS 48-Piece Dinner Set

75 CENTS CASH

BALANCE 50c Per Month

Exactly like the Famous "Ye Colonial" Service---Pronounced by Connoisseurs to be the Richest and Most Magnificently Decorated, the Most Beautifully Designed and the Most Artistically Shaped Set of Dishes Ever Produced. **Order by Number 30L-100**

UNPRECEDENTED OFFER

The extraordinary conditions surrounding our procuring of this magnificent ware reads like a romance. One of the famous Potteries was about to list this wonderful set as their leader for the coming year, to be sold to the finest city trade, when our representative appeared upon the scene. By a special arrangement and agreement to take the entire production, and thus save the makers the enormous expenses of travelling salesmen, all jobbers' commissions and the thousand-and-one other marketing costs, we secured the exclusive sale and distribution of this magnificent ware.

THE NEWEST STYLE

Colonial designs have become ultra fashionable everywhere, and are looked upon by everyone as the most beautiful and most sensible styles. The highest priced chinaware made is now being produced in Colonial designs because the people are demanding this style. Every housekeeper who wants to be up-to-date and to have her table set with dishes that are as stylish and handsome as those used in the finest homes should purchase this beautiful set. This is the New Era of Colonial designs. People are going back to the splendid styles that were brought over from the old country by our forefathers. The wonderful beauty of these designs are beginning to be appreciated by our present generation, and the demand for them is enormous. You cannot conceive of a more beautiful set of dishes than this very one we are describing. It has every attraction of the most expensive china made and it is far more useful and practical because it is strong, serviceable ware. It is the finest grade of genuine American Porcelain that can be produced and comes from one of the world's largest and most widely known Potteries.

THE ENORMOUS SAVINGS

To the Pottery thus made and the certain market guaranteed, a new basis of actual cost was arrived at that even surpassed the most sanguine expectations of our enthusiastic and shrewd representative. And the startlingly low sale price which we are now able to make on such rare and valuable ware will be appreciated as the most welcome and opportune of all bargains by everyone who is fortunate enough to see this most astounding offer.

Each Set Consists Of

6—8¼ inch Dinner Plates,
6—Cups,
6—Saucers,
6—5¼ inch Sauce Dishes,
6—Individual Butter Dishes,
6—7¾ inch Soup Plates,
6—6¼ inch Pie Plates,
1—8½ inch Round Vegetable Dish,
1—9¼ inch Oblong Vegetable Dish,
1—Covered Sugar Bowl (two pieces),
1—Cream Pitcher,
1—12½ inch Meat Platter.

48 Handsome Pieces

HOW IT IS MADE

Do not confuse this ware with ordinary cheap porcelain dinner sets because of our sensationally low price. This is no ordinary ware. It is in a class far above the common grades usually offered by mail order houses at much higher prices. It is the genuine American Semi-Porcelain with clear snow-white finish and double glaze. The glazing is positively crazeproof, being made by the new process which blends the strength of the porcelain with that of the glazing, making it proof against crazing. We do not handle any china ware that cannot be absolutely and unrestrictedly guaranteed, and we would not place this ware at your disposal if it were not up to every standard of high grade ware.

YOU WILL AGREE

with us that you have saved a lot of money when you receive this magnificent Colonial dinner set and have examined it. When you see how lustrous and rich this ware is, and how beautiful the decorations are, you will be overjoyed with your bargain. No matter how high your expectations may be, after looking at the illustration on the opposite side of this sheet and reading this description, you will be most agreeably surprised when you see the set itself. No picture and no description could ever depict the elegance and beauty of this set. The decorations, the shape, the glaze—all are perfect. Everyone who sees these dishes is carried away with their beauty and infatuated with their handsome appearance. And they are just as serviceable as they are beautiful—the kind that can be put right into daily use. You will find this the opportunity of your life to own a magnificent set of dishes of the very latest style, at a most astonishingly low cost.

THE BEAUTIFUL DECORATIONS

A glance at the illustration on the opposite side of this sheet will tell you that the decorations are most extraordinary—that they are of fascinating interest. You may have seen odd pieces or you may have purchased odd pieces of ware that were copied after this style, and if you have ever purchased such pieces you well know that they are extremely valuable. Single plates of such ware would sell in china shops for 50c each, and probably 75c each. Figure, if you will, then what a whole set of 48 pieces would cost at that rate. Look at our sensationally low price for this entire set and consider what a rare bargain we are offering. Every piece represents a different scene and every one is of historical interest, bringing to our minds the conditions of our forefathers at a time when the foundations were being laid for this great and glorious republic. Examine how minutely and perfectly the representations are made and how splendidly they are portrayed. The prevailing color of the decorations is in richly blended blues with blue outlines and edges.

WE GUARANTEE

to deliver safely to you every piece of this set and if, after you have examined the set, you are not satisfied in every possible way, you are at liberty to return it to us and we will refund your money including the freight charges both ways. Bear in mind that all you have to do to get this magnificent Pilgrim Fathers dinner set in your own home is to send in your order together with 75 cents, the small first payment required according to our easy way to pay plan. The balance of the low cost price may be paid in easy monthly installments of only 50 cents a month. In this way you can enjoy the use of this elegant ware in your own home with only a trifling outlay of money, and enjoy its use while you are paying for it. The Easy Way.

DECORATIONS ARE PERMANENT

and will not wash off from use. They are fired in the glaze and are permanent and practical. This set can be put into every day use and will give the greatest service. Why should we content ourselves with eating from ordinary dishes when we can enjoy the use of such a practical and beautiful set as this? We anticipate an unprecedented rush of orders for these sets and we are prepared to handle them with the greatest care so that they will be perfectly packed to reach you in the best of condition.

This superior dinner set is fully guaranteed by both ourselves and the maker. Each piece is warranted to be perfect and the decorations positively will not wash off and with ordinary care will not wear off with a lifetime's steady use. Send in your order today.

$6.45

75c CASH

50c A MONTH

INDEX

Handsome Furniture Made by Famous Michigan Factories Comes Direct to Your Home at Wholesale Prices, on Credit. We Trust You.

Article	Page No.
A	
Adjustable End Couches	16
Automatic Sofa Bed Davenports	13–15
Axminster Carpet	166 and 183
B	
Baby Carriages	150
Beds	
Iron	133–138
Brass	139–140
Wood	123
Folding	121–122
Child's	146
Bed Couches	17
Bed Davenports	13–15
Bed Lounges	16
Bed Room Chairs	105
Bed Room Rockers	105
Bed Room Suites	124–132
Book Cases	
Library	43
Combination Desks	41–42
Buffets	87–89
Brussels Carpets	164 and 182
C	
Canvas Cots	145
Card Tables	40
Carpets and Rugs	160–187
Carpet Sweepers	112
Cast Ranges	204–206
Center Tables	33–34
Chairs	29–96–112
Chairs (Parlor)	29
Chairs (Rocking)	99–112
Chamber Suites	124–132
Chiffoniers	118–119
Child's Beds	146
China Closets	90–92
China Ware	93–95–96A
Chinese Matting	186
Clothes Closets	120
Combination Desks and Book Cases	41–42
Commodes	117
Commodes (Sick Room)	117
Cots	145
Couches	9–12
Couches (Sanitary Steel Folding)	145
Couch Covers	180
Cribs	146
Credit Terms	5
Cupboards	51
Curtains	
Lace	151–159
Tapestry	178–179
D	
Davenports	
Automatic Bed	13–15
Davenports, Steel	145
Desks	43–44
Dinner Sets	93–94 and 96A
Dining Chairs	96–99
Dressers	113–116
Divan, Couch	16
D	
Divans, Parlor	30
Dining Room Tables	80–83
Discount for Cash	6
E	
Extension Dining Tables	80–83
Easy Payment Terms	5
Edison Sewing Machines	69–78
F	
Feather Pillows	144
Five-Piece Parlor Suites	18–25
Folding Couches (Sanitary Steel)	145
Folding Beds	121–122
Folding Sewing Tables	40
Folding Screens	79
Freight Charges	3–4
G	
Gold Metal Brand Furniture Defined	1
Guarantee Bond	7
Go-Carts	147–149
H	
Hall Mirrors	46
Hall Racks	45–46
Hall Seats	46
Hat Racks	46
Hall and Stair Carpets	167 aud 183
Heating Stoves	209
High Chairs	105
I	
Inlaid Linoleum	176 and 186
Iron Beds	133–138
Ingrain Carpets	161–163 and 182
J	
Japanese Matting	186
Jewel Sewing Machines	65–68
K	
Kitchen Cabinets	48–51
Kitchen Cupboards	51
Kitchen Table	49
L	
Lace Curtains	151–159
Ladies' Writing Desks	43–44
Lamps	96B
Leather Couches	12
Leather Rockers	32
Library Book Cases	43
Library Tables	36–38
Linoleum	176 and 186
Lounges	16
M	
Mantel Folding Beds	121–122
Matting	186
Mattresses	142–144
Medicine Cabinets	53
Metal Cots	145
Mirrors	47
Morris Rockers	112
Morris Chairs	103–112
Music Cabinets,	40
Mission Sets	105
O	
Oil Cloth	176 and 186
Organs	188–189 and 191
P	
Parlor Cabinets	35
Parlor Chairs	29
Parlor Divans	30
Parlor Mirrors	47
Parlor Suites	18–28
Parlor Tables	33–34
Pedestals	39
Pillows	144
Plate Racks	40
Portieres	177–179
Princess Dressers	116
Pianos	188–190
Phonographs	192–194
R	
Ranges	195–210
Rockers	99–112
Rockers (Leather)	32
Rockers (Reed)	107
Rockers (Turkish)	31
Rugs and Carpets	160–187
Rope Portieres	177
Refrigerators	54–63
S	
Springs	141
Screens	79
Sideboards	84–86
Sick Room Commodes	117
Sewing Tables	40
Sewing Machines	64–78
Sanitary Steel Couches	145
Stoves	195–210
Shipping Rates and Regulations	3–4
Stair Carpets	167 and 183
Steel Ranges	197–203
T	
Tables	
Extension Dining	80–83
Library	36–38
Parlor	33–34
Kitchen	49
Folding Sewing	40
Tabourettes	39
Talking Machines	192–194
Tapestry Curtains	178–179
Three-Piece Parlor Suites	26–28
Turkish Rockers	31
Toilet Sets	95
Terms, Complete Table of	5
U	
Upholstering Materials	8
V	
Velvet Carpets	165 and 183
Victor Phonographs	192–194
W	
Wardrobes	120
Wash Stands	117
Writing Desks	43–44
Wood Beds	123
Washing Machines	52–53

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Michigan is the great lumbering camp of the world. She is known everywhere as the home of the furniture factory. There is scarcely a store or mail-order house in the United States selling housefurnishings that does not come here to buy. We are located in Detroit, the great metropolis of Michigan, where we have every advantage. We control factories and sell to you on the same low prices that we sell to dealers. Buy direct from headquarters—we save you all middlemen's profits and jobber's and wholesaler's commissions. It's easy to pay the People's way.

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